

**BMW Car Club of America
Board Meeting
New Orleans, LA
May 19, 2017**

Friday, May 19, 2017

1. Call to Order

The meeting was called to order by President Steve Johnson at 4:35 CST.

2. Attendees

Board Members: Steve Johnson, President; Eddy Funahashi, Executive Vice President; Darlene Doran, Secretary; Tim Beechuk, North Central RVP; Lou Ann Shirk, North Atlantic RVP; Dwayne Mosley, South Atlantic RVP

Absent: Brian Thomason, Treasurer; Jeff Gomon, South Central RVP and Jeff Cowan, Pacific RVP

National Office and Roundel: Frank Patek, Executive Director; Lindsey Branston, Director of Financial Operations; and Kyle van Hoften; Director of Marketing & Corporate Partnerships.

3. Updates

BMW CCA New Location

Frank Patek reports the new CCA facility came in approximately 4,000 sf larger than the anticipated 10,000 sf. The architecture firm has generated a very nice design and hopefully they can construct within our budget. The first floor footprint consists of a large event space/showroom, merchandise space, storage, two small conference rooms which you can combine to a large conference room, laundry facility, shipping/receiving, work space, restrooms, elevator, janitorial area and a warming kitchen for catering. This floor can comfortably seat 120 people.

The second floor footprint consists of ten (10) closed offices with five at each end of the floor, server, file, and break room. The middle section of the space is open office space for cubicles.

On the outside of the building we have four (4) shade screen sails which rotate to help block out the western sun. Each screen can have an image on them, they can be separate images or when screens are closed the image would be one large image.

Oktoberfest 2020

Frank Patek reports we have offers from three (3) properties for Oktoberfest 2020: La Quinta Resort & Spa, Palm Springs, CA; Red Rock Casino Resort Spa, and Caesars Palace, both in Las Vegas, NV. Frank noted that BMW NA

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suggested using the Thermal Track at the BMW Performance Center West in 2020. La Quinta is the nearest suitable property to Thermal.

At La Quinta our total cost would be in the neighborhood of \$360,000; Red Rock \$552,000 and Caesars Palace \$720,500.00.

Motion: Steve Johnson made a motion to hold Oktoberfest 2020 at the La Quinta Resort & Spa. Darlene Doran seconded the motion. Motion passes 6 - 3 absent.

Adjourn

Motion: Steve Johnson made a motion to adjourn the meeting at 6:20 CST. Tim Beechuk seconded the motion. Motion passes 6 - 3 absent.

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May 20, 2017**

Saturday, May 20, 2017

1. Call to Order

The meeting was called to order by President Steve Johnson at 8:43 CST.

2. Attendees

Board Members: Steve Johnson, President; Eddy Funahashi, Executive Vice President; Darlene Doran, Secretary; Brian Thomason, Treasurer; Tim Beechuk, North Central RVP; Lou Ann Shirk, North Atlantic RVP; Dwayne Mosley, South Atlantic RVP; and Jeff Cowan, Pacific RVP

Absent: Jeff Gomon, South Central RVP

National Office and Roundel: Frank Patek, Executive Director; Lindsey Branston, Director of Financial Operations; Kyle van Hoften, Director of Marketing and Corporate Partnerships and Satch Carlson, Roundel Editor-in-Chief.

Guests: Paul Cain, Los Angeles Chapter

3. Minutes

The minutes of the March Board meeting were approved by vote during the Board Conference Call on April 10, 2017. Reading of the minutes will be waived.

Affirmation of votes via email since last Board Meeting

- Proposed changes to the BMW CCA National Concours Rules as written by concours chair Paul Cain with the caveat of not excluding the Race Class.

Motion: Tim Beechuk made a motion to accept the BMW CCA National Concours Rules as written. Eddy Funahashi seconded the motion. Motion passes 5 in favor, 2 abstain and 2 absent.

- Proposed rewrite of the Race Class for the BMW CCA National Concours Rules.

Motion: Eddy Funahashi made a motion to accept the rewrite of the Race Class for BMW CCA National Concours Rules as written. Darlene Doran seconded the motion. Motion passes 8 in favor, 1 absent

Motion: Darlene Doran made a motion to affirm the above votes via email. Steve Johnson seconded the motion. Motion passes 8 in favor, 1 absent

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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.

4.4 *Treasurer*

Brian Thomason added to his pre-meeting report that he attended the BMW CCA Performance Center event in Thermal. This was his first time on the track and enjoyed the experience. Brian has had many responses from his article in the *Roundel*.

4.5 *South Atlantic RVP*

Dwayne Mosley added to his pre-meeting report that he met with the president of Sebring regarding the expensive cost of hosting a corral at the facility.. At the end of the day it's a "No Go" can't afford their costs. Stan Dale, President of Florida Suncoast Chapter will contact Sebring advising them they will need to put on the event and BMW CCA would staff the entire event.

Dwayne Mosley met with all presidents of the southern Florida chapters. He mentioned they might consider consolidating their resources i.e. one newsletter and website. The chapters would encompass Sunshine Bimmers, First Coast and Everglades. They were all very accommodating of the proposal. Bobbi Treen, President of the Everglades chapter indicated to Dwayne the chapter sent a \$950.00 donation to the BMW CCA Foundation.

4.6 *North Atlantic RVP*

Lou Ann Shirk added to her pre-meeting report that the Technology Committee did such a great job at Congress, the Technology Committee feels we may not need to combine websites. Lou Ann had a web conference with the Tech Committee and needs some guidance as to having the committee start building a combined website for White Mountain, Pine Tree and Green Mountain Chapters. The committee indicated they could have this done by August. The Committee also indicated they would want to create a URL for the Northern New England Area – the committee proposed NNEBMWCCA.org. This would allow the new entity to be found via search engines. The committee also indicated the new area need to have an individual BMW CCA Logo.

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White Mountain Chapter's newsletter editor does a very nice publication. White Mountain will add Pine Tree and Green Mountain to the newsletter. White Mountain has a 16-page newsletter and will get a proposal to add 8 additional pages. Four (4) would be for Pine Tree and four (4) for Green Mountain. If at all possible the new encompassed newsletter will go out August 1, 2017, however may request some additional time.

4.7 *Pacific RVP*

Jeff Cowan added to his pre-meeting report that he is working with Delight Lucas and another chapter member for a Regional event with Golden Gate and Los Angeles Chapters at the BMW CCA Performance Center in Thermal, November 5, 2017.

4.8 *South Central RVP*

Was absent

4.9 *North Central RVP*

Tim Beechuk added to his pre-meeting report travel to Pittsburgh, PA. next week to talk about 2018 Oktoberfest and driving school and attended Bluegrass Chapter tour at Maker's Mark.

4.10 *Executive Director*

4.11 *Roundel*

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

4.12 *Driving Events Committee*

Was absent

4.13 *Club Racing Committee*

Was absent

5. Review Action Items

6. Discussion Topics

6.1 *National Events*

6.1.1 *Oktoberfest 2017*

Frank Patek reports that the event date has been moved to October 31 – November 4, 2017. CCA will send out a message to advise all who have already registered. Scott Blazey will be writing in Roundel Weekly an article referencing the date change.

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6.1.2 Oktoberfest 2018

Frank Patek reports the event will be in Pittsburgh in July. Recently visited Pittsburgh to meet with the chapter along with Lou Ann Shirk and Tim Beechuk.

6.1.3 Oktoberfest 2019

Frank Patek reports the event will be held in Greenville, SC celebrating 50 years of BMW CCA. Michelin is tremendously excited to be part of our 50th celebration in Greenville. The Performance Center is excited as well to be part of this celebration. We have a tentative agreement with the City of Greenville to block off Main Street for a car show. The event will be in October.

6.1.4 Oktoberfest 2020

Frank Patek reports we have contacted the three (3) properties for Oktoberfest 2020: La Quinta Resort & Spa, Palm Springs, CA; Red Rock Casino Resort Spa, and Caesars Palace, both in Las Vegas, NV. La Quinta our projected cost would be in the neighborhood of \$360,000, utilizing BMW Performance Center Thermal track at \$15,000 per day. The decision to look at La Quinta and the track at Thermal came at the suggestion of BMW NA.; Red Rock \$551,000 and Caesars Palace \$720,000.00, these would both utilize Las Vegas Motor Speedway at \$25,000 per day. This event will be September 13-20.

6.1.5 Chapter Congress Event

Frank Patek reports that CCA should consider shifting Chapter Congress to the fall. Holding the chapter congress in the fall allows RVP's to work with their chapters to formulate calendars for the coming year. Likewise with the DEC Conference new rules can be put in place at the start of the year, rather than at the mid-point.

6.1.6 BMW CCA Concours Rules

Paul Cain, Concours Chair reports he and his team wanted to create a model set of rules and using model criteria for all BMW CCA events. We have edited the bonus point criteria as well as added a Judges Code of Ethics. Retain the Race Car class for Oktoberfest, which has its own set of rules. Create new classes to entice additional participation and membership.

Added Classes:

Preservation Class

Unrestored and authentic vehicles and at least thirty (30) years old, cars built before 1988.

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Tuner Class – Built NOT Bought

This class is for BMW car owners to show enthusiasm for the BMW marque through customization, personalization, and creativity and fabrication quality. We will be promoting the Tuner class at Bimmerfest West in June and have a special trophy for this class.

7. Regional Events

7.1 *Updates*

7.1.1 The Vintage – May 20 - 21, 2017

7.1.2 Bimmerfest West – June 3 – 4, 2017

7.1.3 Flat Out Classic - June 9 – 11, 2017

7.1.4 Pittsburgh Vintage Grand Prix - July 14 – 16, 2017

Frank Patek reports there will be a Welcome Dinner on Friday evening at the Doubletree Hotel.

7.1.5 Autolieben – July 28 – 30, 2017

7.1.6 Bimmerfest East – July 29 – 30, 2017

7.1.7 Monterey Legends / Festorics Weekend

Legends – August 18, 2017

Festorics – August 19 – 20, 2017

Frank Patek reports that we are ahead on registration for this year, excluding 2013 and 2016.

7.1.8 OktoberFAST – September 29 – October 1, 2017

7.1.9 North Central Roundup

Tim Beechuk reports the event will be October 20 – 22, 2017 at the Corvette track in Bowling Green, Kentucky.

8. National Programs and Services

8.1 *Updates*

8.1.1 IT

Frank Patek reports we are still on track to launch mid-August. Stephen Elliott has request access to ACGI's internal side of the database system, as of now he hasn't been given access. With that said it has slowed down Stephen to get our portion completed. We are on budget as of now and don't expect to go

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over budget. We have completed our Microsoft Licensing Audit successfully without having to purchase additional licenses. We are using Cvent again this year for our events. The chapter website templates have been created and are being used.

8.1.2 Club Racing – Nothing at this time.

8.1.3 Driving Events Committee

Jack Joyner would like to appoint Michael Feldpusch from Rocky Mountain Chapter to create a model program of Autocross rules, classing, safety, and course design for our Oktoberfest Autocross.

Current Ops Manual

1.2.9.2 Tech Inspection.

The Driving School participant is solely responsible for the safe condition of the vehicle to be driven to, at and from this event. The vehicle must be inspected no earlier than four (4) weeks prior to the event. This inspection must be carried out by a qualified individual who is familiar with the make and model of the vehicle. The participant must sign this completed Pre-Event Technical Inspection Report at the time of inspection and present it at registration for the event.

DEC proposed change with a start date of June 1st 2017.

1.2.9.2 Tech Inspection.

The Driving School participant is solely responsible for the safe condition of the vehicle to be driven to, at and from this event. The vehicle must be inspected no earlier than four (4) weeks prior to the event, and should not arrive without this inspection already completed. The host Chapter will not perform any Pre-Event Technical Inspection at the event location or during the driving event.

This inspection must be carried out by a qualified individual who is familiar with the make and model of the vehicle. The inspection cannot be done by any BMW CCA Chapter officer, volunteer or representative of that driving event.

The participant must sign this completed Pre-Event Technical Inspection Report at the time of inspection and present it at registration for the event.”

Board proposed change with a start date of June 1st 2017.

1.2.9.2 Tech Inspection.

Driving School students and instructors are solely responsible for the safe condition of the vehicle to be driven to, at and from the event. All vehicles

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must be inspected no earlier than four (4) weeks prior to the event. The host Chapter will not perform any Pre-Event Technical Inspection at the event location or during the driving event. This inspection must be carried out by a licensed and insured mechanic or facility that is familiar with the make and model of the vehicle.

The Students and Instructors must sign and have stamped this completed Pre-Event Technical Inspection Report at the time of inspection and present it at registration for the event.

8.1.4 Charity Matching Funds

Lindsey Branston reports that nothing has been paid out.

8.1.5 Raffle – June 1, 2017 start date

8.1.6 SIG's – Nothing at this time.

8.1.7 Roundel – Nothing at this time

8.1.8 National Office

8.1.8.1 Chapter Newsletters and Communications

Lindsey Branston reports the new standards which were passed at our last board meeting have been implemented. The clock is ticking as we are approaching the sixty (60) day mark and chapters who are not in compliance are approaching the loss of one-half of their rebates permanently and thirty (30) days after that those chapters not in compliance will lose **all** rebates until they are back in compliance.

8.1.9 Member Committees

8.1.9.1 Recognition Program Committee

Lou Ann Shirk reports the Recognition Program Committee awards for 2016 are in process. The National Service Office Award will be selected by the BMW CCA Board.

8.1.9.2 Technology Committee – see attached report.

8.1.9.3 Leadership Committee – Nothing at this time.

9. Policy and Administration

9.1 Ombudsman – Nothing at this time.

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9.2 Benefits Update

Frank Patek reports we are getting close to finishing our agreement with Nationwide. They are willing to sponsor BMW CCA with \$22,000 per year for five (5) years. They would like to do mailings to our members through CCA. They are willing to add onto their policy the use of OEM parts if applicable.

9.3 BMW Clubs International

Frank Patek reports the Council meeting will be in South Africa October 6, 2017.

9.4 Operations Manual

Frank Patek reports that in the next go around of the proposed changes to the Ops Manual, all board members need to take a very close look at their job description and decide are they doing these duties or do we need to broaden our volunteer base or add another staff position.

9.5 Strategic Plan

Steve Johnson reports that all Strategic Plan assignments need to be completed by our board meeting in September.

10. Foundation

10.1 Attendance Fees

Frank Patek reports he has received a request from the BMW CCA Foundation to comp any and all fees for any BMC CCA event they attend, including their spouses. The board decision was to NOT grant this request.

11. Financial

11.1 Membership Fee Structure

Brian Thomason proposes the Primary member dues increase to \$54.00 dollars and would not propose an increase for Associates. Brian Thomason proposed the following fee structure.

1 year - \$54.00; 2 year - \$99.00; 3 - \$146.00; 4 year - \$194.00; 5 year - \$239.00 and Lifetime - \$1,400.00.

Motion: Steve Johnson made a motion to accept the dues increase as presented to be effective October 1, 2017. Tim Beechuk seconded the motion. Motion passes 8 in favor, 1 absent

12. Chapter Issues

12.1 Conference Calls / Visitation

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Pacific Region

Jeff Cowan reports he has scheduled for August 9, 2017 and October 11, 2017.

South Central Region

Jeff Gomon - Absent

North Central Region

Tim Beechuk reports his call is scheduled for July 26, 2017. Visits will be June 9-11, 2017, St. Louis & Iowa Flat Out Classic; July 29-30, 2017, North Star / Autolieben and August 5-6, 2017 Badger Bimmers Corral.

South Atlantic Region

Dwayne Mosley reports his calls are scheduled for July 26, 2017, September 27, 2017 and December 13, 2017.

North Atlantic Region

Lou Ann Shirk reports her calls are scheduled for July 26, 2017 and October 24, 2017.

Lou Ann Shirk indicated she has had several Presidents contact her asking what would be a good guideline percentage of the treasury to give back to the membership. Brian Thomason suggested that each chapter keep six (6) months expenses in the treasury and the remainder could be spent on membership.

12.2 Chapter Probation Report

Lindsey Branston reports the following chapters are having their rebates withheld for non-compliance for:

Form 990 – Los Angeles, Houston, Buckeye, E30 Chapter, Northern Ohio, Peachtree and Sunshine Bimmers

Financial Statement – Los Angeles, Houston, Hawaii, Northern Ohio and Old Hickory

Newsletter – Michiana, Peachtree, Sandlapper and Wasatch

13. Membership

13.1 Membership Drive

Kyle van Hoften reports the Membership Drive is currently underway.

13.2 Marketing

Kyle van Hoften reports CCA is trying to target the email blasts being sent out. Examples are an Oktoberfest email to chapters in the region; past Oktoberfest

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attendees and Oktoberfest attendees who participated in track events. Open rates are as follows – 1st - BMW CCA M Day – 67.7%; 2nd – Safety Recall Notices – 63.7% and 3rd – Oktoberfest 2017 – 46%. Bimmerfest, Legends and Festorics are going well. Sponsorship and attendance are up. We secured 47 new members at Bimmerfest 2016. Our target for new members at Bimmerfest 2017 is 70. Griot's is bringing 600-800 samples of the Best of Show Detailer for handing out at the BMW CCA tent.

14. BMW NA

- 14.1 Frank Patek reports we are awaiting numbers for the Membership Reward Program and presentation on safety features.

Steve Johnson reports when he asked Tom Plucinsky about moving Oktoberfest to November, he was relieved as it works better for BMW NA.

15. New Business

- 15.1 Clubs Canada - Trillium

Frank Patek reports he has a request from Isi Papadopoulous to answer some questions. Insurance – does Lockton's policies work in Canada? Their tax status is Not for Profit in Canada under CRA Rules. Discounts for car rentals and hotels will work. Currently BMW Canada offers them a two (2%) percent discount on cars, we need to confirm with BMW Canada and BMW NA this would remain in effect. They are requesting two (2) pages in the *Roundel* monthly. Satch Carlson is willing to give them pages for an event calendar as well as articles from past events.

16. Future Meetings

- 16.1 Board Meetings

September Meeting changed from Seattle – location TBD

- 16.2 Conference Calls

July 11, 2017

November 15, 2017- **cancelled**

17. Adjourn

Motion: Darlene Doran made a motion to adjourn the meeting at 4:50 CST. Lou Ann Shirk seconded the motion. Motion passes 8 - 1 absent.

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Board of Directors Meeting
May 20, 2017
Hyatt House
New Orleans, LA

BMW Car Club
of America



BMW Car Club of America
Board Meeting
Hyatt House, New Orleans
May 20, 2017

Agenda

Saturday, May 20th

07:30am Breakfast Hotel Restaurant

09:00am Call to Order

Introduction: Members, Guests.

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

09:05am 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

**10:00am Reports & Presentations Continue Until Completed
Discussion of Listed Topics**

10:45am Break

**11:00am Resume Discussion of Listed Topics
New Business**

Noon Working Lunch

5:00pm Adjourn

Discussion Topics

1. Review Action Items

2. National Events

Oktoberfest

- 2017
- 2018
- 2019
- 2020

3. National/Regional Events

- The Vintage, May 2017
- Pittsburgh Vintage Grand Prix, July 2017
- Bimmerfest East and West 2017
- Autolieben 2017
- Monterey Weekend August 2017
 - Legends of the Autobahn August 18th
 - Vintage Races August 19-20
- Flat Out Classic June 9-11, 2017

New Requests

4. National Programs and Services

IT Update

Club Racing

Driving Events

- Autocross Proposal

Charity Matching Funds

Raffle

SIG's

Roundel

Concours Committee

- Model Concours Rules Proposal

Member Committees

Recognition Program Committee

Tech Committee

Election Status

National Office

Planning for future location

5. Policy and Administration

Ombudsman update

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Tech Rep's update

Benefits Update

Nationwide Proposal

BMW Clubs International

Operations Manual

Chapter Newsletters and Communications

Rewrite and Update

Leadership Committee

Recognition Committee

Relocation Committee

Strategic Plan

6. Foundation

7. *Financial*

Membership fee structure

8. Chapter Issues

RVP Conference call schedule for 2017

RVP Chapter Visitation schedule for 2017

Chapter probation report

Dealer engagement program.

9. Membership

Membership Drive

Marketing

10. BMW of North America

11. New Business:

12. Future Meetings

Future Meetings

Conference Calls

**BMW Car Club
of America**



BMW Car Club of America, Inc.
Steve Johnson
President
33 Hune One Ln #6-203
Kihei, HI. 96753
Telephone(858) 705-0303
Email: president@bmwcca.org

May 3, 2017

To: BMW CCA Board of Directors
BMW CCA Executive Director

Subject: President's Pre-meeting Report

Planned Travel:

Bimmerfest 6/3-6/4/17

Foundation board meeting, Rancho Mirage 6/2/17

Board meeting, New Orleans, 5/16/17

Oktoberfest 7/11-7/16, New Orleans

Legends/Festorics, 8/15-8/20, Monterey

Past Travel:

Congress/board meeting, Dallas TX, 3/22-3/26

Discussion:

Implementation of the strategic plan

New campus discussion

Elections committee

Tone of my news from national statement

Respectfully Submitted,

Steve Johnson
President, BMW CCA



Pre meeting report

EOM March 2017 through current

To: All board members, Executive Director BMW CCA

From: Eddy Funahashi

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

Subject: EVP pre-meeting report

Travel:

March 23rd – 26th Board meeting/Conference/Presidents-Treasurers>Dallas Tx.

Future (Quarter) Travel:

May 18th – 21st Board meeting New Orleans/Site review 2017 Ofest

June 3rd -4th Bimmerfest > Fontana/CA Speedways

June 23rd-2 > Site viewing for potential, future Ofest > French Lick, Indiana

TBD – Legends/Festorics > Monterey Ca. Site planning meeting with Mercedes/Audi

July 7th – 17th > Oktoberfest 2017 New Orleans

Travel recap:

I feel that the Dallas conference was successful. Among topics the Chapter representatives came away with a lots of new information including our presence on the internet and how they can participate while providing services for their chapter members. Our Executive Director and our National office staff once again provided a conference of high value.

Aside from a recap of travel the activity level for the board was constant with addressing issues and concerns

Future Travel:

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

Respectfully,

Eddy



May 8, 2017

To: BMW CCA Board of Directors
BMW CCA Executive Director

Subject: Treasurer's Pre-Meeting Report

Travel: Chapter Congress, Dallas TX March 23-26

Airfare: \$364.40

Other travel expenses: \$ 93.60

Total: \$457.00

CCA Board Meeting, New Orleans, May 19-21

Airfare: \$289.90

Other travel expenses: TBD

Total: \$289.90

Planned Travel: Bimmerfest West, Fontana, CA June 3-4

Other Activity: None

BMW Car Club of America
Brian Thomason
Treasurer
866 Linden Cir
Thousand Oaks, CA 91360-5319
Telephone: 805 267-9135
Email: treasurer@bmwcca.org

Income Statement
For the three months ended March 31, 2017

	Actual
Ordinary Income/Expense	
Total Income	1,360,339
Total Cost of Goods Sold	(299,287)
Gross Profit	1,061,052
Total Expense	1,106,233
Net Ordinary Income	(45,181)
Net Other Income	11,068
Net Income	(34,113)

Balance Sheet
At March 31, 2017

Assets	
Total Current Assets	1,958,435
Total Fixed Assets (net)	295,695
Total Other Assets	2,883,270
Total Assets	5,137,400
Liabilities and Equity	
Total Liabilities	3,350,411
Total Equity	1,786,989
Total Liabilities and Equity	5,137,400

Detail support by individual account is provided in the enclosed spreadsheet.

Respectfully submitted,
Brian Thomason

BMW Car Club of America, Inc.
Balance Sheet
 As of March 31, 2017

	Mar 31, 17
ASSETS	
Current Assets	
Checking/Savings	-331.24
Bill.com Money Out Clearing	
1000 · Cash	5.00
1018 · XCEL FCU Savings	10.68
1022 · Southern First Bank	
1024.01 · South State Bank	12,671.14
1024SA · Tax Set Aside for Char. Purp.	1,006,891.00
1024.01 · South State Bank - Other	
Total 1024.01 · South State Bank	1,019,562.14
1032 · TD Bank Checking	100.01
1033 · TD Bank MM	253,006.27
1050 · Petty Cash	25.00
Total 1000 · Cash	1,272,709.10
1030 · FSA (South State Bank)	7,517.87
Total Checking/Savings	1,279,895.73
Accounts Receivable	
1100.01 · Accounts Receivable	
1140 · Club Racing	26,766.67
1195.01 · Reserve for Bad Debts-Roundel	-3,152.80
1199.01 · Other	92,499.75
1100.01 · Accounts Receivable - Other	98,633.39
Total 1100.01 · Accounts Receivable	214,747.01
Total Accounts Receivable	214,747.01
Other Current Assets	
1200 · Investments	
1205 · Merrill Lynch	51,603.50
1210 · State Street Research Fund	33,979.55
Total 1200 · Investments	85,583.05
1300.01 · Inventory	
1305.01 · Club Logo Merchandise	
1305.05 · Oktoberfest Club Logo Merch	5,538.15
1305.96 · Club Racing Logo Merch	3,235.49
1305.01 · Club Logo Merchandise - Other	141,386.42
Total 1305.01 · Club Logo Merchandise	150,160.06
1300.01 · Inventory - Other	1,800.81
Total 1300.01 · Inventory	151,960.87

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Balance Sheet
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	Mar 31, 17
1400.01 · Prepaid Expenses	
1405 · Prepaid Insurance	105,142.90
1412 · Prepaid Event Expense	
1412.05 · Prepaid Ofest Event Exp	7,814.72
1412.96 · Prepaid Club Racing Event Exp	1,214.68
1412 · Prepaid Event Expense - Other	9,863.01
Total 1412 · Prepaid Event Expense	18,892.41
1415 · Other Prepaid Expenses	57,039.78
Total 1400.01 · Prepaid Expenses	181,075.09
1800 · Other Investments	
1810 · Investment - BMW AG	45,172.94
Total 1800 · Other Investments	45,172.94
Total Other Current Assets	463,791.95
Total Current Assets	1,958,434.69
Fixed Assets	
1500 · Fixed Assets	
1505 · Building	332,736.79
1510 · Equipment	347,919.72
1515 · Furniture & Fixtures	93,822.11
1599 · Fixed Assets in Progress	
1599.01 · Construction in Progress	3,625.00
1599 · Fixed Assets in Progress - Other	104,086.72
Total 1599 · Fixed Assets in Progress	107,711.72
Total 1500 · Fixed Assets	882,190.34
1550 · Accumulated Depreciation	
1555 · Accum. Depr. - Building	-169,009.53
1560 · Accum. Depr. - Equipment	-327,870.28
1565 · Accum. Depr. - Furn. & Fixt.	-89,615.59
Total 1550 · Accumulated Depreciation	-586,495.40
Total Fixed Assets	295,694.94
Other Assets	
1600.1 · Suspense	2,527.48

BMW Car Club of America, Inc.
Balance Sheet
As of March 31, 2017

	Mar 31, 17
1700 · Certificates of Deposit	
1700.01 · Chelsea Financial Accr. Interest	109,389.49
1700.03 · CD - HSBC Bank-Purch.2013	105,000.00
1700.06 · CD - First Financial Bank-USA	250,000.00
1700.07 · CD - Sallie Mae Bank	150,000.00
1700.08 · CD - Benton State Bank	99,000.00
1700.10 · CD - JP Morgan Chase Bank	250,000.00
1700.13 · CD - CIT Bank	136,000.00
1700.14 · CD - GE Capital Bank	225,000.00
1700.15 · CD - HSBC- Purch. 2015	145,000.00
1700.16 · CD - First Nat'l BK of AMER	200,000.00
1700.17 · CD - BOFI Federal	100,000.00
1701 · CD-Homestreet Bank	251,098.81
1702 · CD - AMEX	235,000.00
1703 · CD - XCEL FCU	243,019.79
1713 · CD - Southern First Bank	278,461.72
1714 · CD - Southern First H. Fisher	2,272.59
1743 · CD - Key Bank	100,000.00
Total 1700 · Certificates of Deposit	2,879,242.40
1999 · FSA funds held at Data Path	1,500.00
Total Other Assets	2,883,269.88
TOTAL ASSETS	5,137,399.51
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
2000.01 · Accounts Payable	154,288.94
Total Accounts Payable	154,288.94
Other Current Liabilities	
2100.01 · Deferred Revenues	
2105.01 · Deferred Membership Dues	3,119,573.47
2110.01 · Deferred Mailing Fees	13,115.76
2170 · Deferred Revenues-Dealerships	
2170.01 · Def Rev-Dealerships-Northwest	2,594.00
2170.05 · Def Rev - BMW El Cajon	946.00
2170.06 · Def-Rev Jake Sweeney BMW	4,842.00
2170.07 · Def-Rev Tom Bush BMW	1,170.00
2170.08 · Def-Rev BMW of Mobile	2,370.00
Total 2170 · Deferred Revenues-Dealerships	11,922.00
Total 2100.01 · Deferred Revenues	3,144,611.23

BMW Car Club of America, Inc.
Balance Sheet
 As of March 31, 2017

	Mar 31, 17
2201.01 · Sales Tax Payable	10.33
2280 · Payroll Benefits Withheld	239.55
2300.01 · Deposits	
2398 · BMW NA Corral Deposits	24,000.00
Total 2300.01 · Deposits	24,000.00
2400 · Accrued Expenses	
2405 · Accrued Payroll	
2405-K · Accrued 401(k) Expense	-3,679.20
2405 · Accrued Payroll - Other	4,983.53
Total 2405 · Accrued Payroll	1,304.33
2420.01 · Accrued Membership Bucks Pay.	8,780.00
2430 · Accrued Set-Aside	12,671.14
Total 2400 · Accrued Expenses	22,755.47
2601 · FSA Funds Held for Employees	4,505.05
Total Other Current Liabilities	3,196,121.63
Total Current Liabilities	3,350,410.57
Total Liabilities	3,350,410.57
Equity	
3001 · Opening Bal Equity	1,164,528.76
3900 · Retained Earnings	656,574.12
Net Income	-34,113.94
Total Equity	1,786,988.94
TOTAL LIABILITIES & EQUITY	5,137,399.51



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

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

Date: May 3, 2017

Subject: Secretary Pre-Meeting Report

Past Travel & Expenses:

- March Board Meeting / Annual Meeting, Dallas, TX
March 24 - 26, 2017 - \$226.40

Planned Travel:

- May Board Meeting, New Orleans, LA
May 18 - 21, 2017 - \$529.40
- June Meeting with BMW CCA Foundation/Bimmerfest, Ontario, CA
June 1 - 4, 2017 - \$384.40
- Oktoberfest, New Orleans, LA
July 11-16, 2017

Drafts & Finalize Board Minutes:

March 24, 2017 Board Minutes - Dallas, TX
April 10, 2017 Conference Call Minutes
Draft revisions to Intro, and Sections 1 - 3 of the Operations Manual

Discussion Topics:

Election Vetting Committee

Respectfully submitted

Darlene Doran

Official BMW Club

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

Date: May 7, 2017

Subject: North Atlantic RVP Pre-Meeting Report
May 18-21 NOLA BOD Meeting

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



Travel & Expenses:

- Board Meeting NOLA May 18-21 2017
- Ofest 2018 planning meeting Pittsburg May 9-11 2017 \$311

Planned Travel:

- Pocono Mountain Chapter Meeting June 17 2017
- Ofest NOLA July 11-15 2017
- Lime Rock IMSA Race July 21-22 2017
- Bimmerfest East Raceway Park, NJ July 29-30 2017
- MPACT Pocono, Pa Aug 12 2017
- OFAST Stowe, VT Sept 29–Oct 1 2017

RVP Discretionary Funds:

- None disbursed

Newsletter Delinquencies:

- NONE

Chapter on Probation:

- NONE

Relevant Notes:

Continuing efforts to bring GM back to a healthy compliant chapter. New slate of officers is in place and ready to move forward. Combining the Newsletter and Website with White Mountain and Pine Tree should assist GM and the other chapters in remaining compliant.

Assisting in the Consolidation of Green Mountain, White Mountain and Pine Tree chapters-ongoing
Conducted Phone conference with North Atlantic Region Chapters in Jan 2017, Apr 2017

Planning is under way for the Lime Rock Race Corral July 2017

Planning is also underway for the OFAST event. Combining it with Stowe, VT Rotary Oktoberfest.

Assisted CVC with resolving dispute over Facebook posts

Phone conferences with Allegheny Chapter concerning Ofest 2018 – ongoing

Phone conf with Tech Committee May 17 about creating combined website for Pine Tree, Green Mtn and White Mtn

Phone conf with RPC Apr 25 to discuss adding NSO award to the Recognition Program.

Created North Atlantic Region Facebook page to assist in communications between the local chapters.
(Very successful so far.)

Working on a program to award chapter members in my region with a “Make a Difference Award” to tie into my portion of the Strategic Plan.

Discussion Topics:

Chapter consolidation

OFAST event VT

Allegheny and CVC member issues

Hipa violations at NJ DEC event????? Pete Tremper, PCA Member-Jack Joyner handled

Discuss adding NSO award to the Recognition Program. RPC okay with this idea.

Respectfully submitted,

Lou Ann Shirk



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

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

Subject: North Central RVP May 2017 Pre-meeting Report

Travel:

Completed Travel:

CCA DEC Board mtg. – New Orleans 3/10-12/17 -- \$300.67
Chapter Congress/Bd. Mtg. – Dallas 3/23-25/17 -- \$376.97

Planned Travel:

O’Fest 2018 meeting Pittsburgh – 5/9/17
CCA Board mtg. New Orleans – 5/19-21/17
Motor City/BMW corral @ Detroit GP – 6/2-4/17
Flat Out Classic – 6/9-11/17
O’Fest site inspection French Lick, IN – 6/23-24/17
O’Fest ’18 track reconnaissance -- PittRace 7/2-4/17
O’Fest New Orleans – 7/10-16/17
St. John’s Concours/Motor City or Autolieben/Northstar -- 7/28-30/17
Legends/Festorics Monterey – 8/18-20/17

Other:

Continued work with chapters to resolve held distributions due to newsletters.
Discussions with chapters for electronic newsletters
CCA / Foundation campus discussion
The occasional Street Survival Event and discussion with Nationwide

Regional Events:

Regional Chapter Presidents’ conference call: 5/10/17
Flat Out Classic
North Central Round-up

Respectfully,
Tim Beechuk



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

Date: May 7, 2017

Subject: Pacific Region 2nd Quarter Pre-Meeting Report

BMW Car Club of America
Jeff Cowan
Pacific Regional Vice President
425 Concord Dr.
Menlo Park, CA 94025
650.918.4938
pacificrvp@bmwcca.org

Travel Completed:

- Chapter Congress, March 23-26, Dallas, \$98 less flight/hotel covered by National

Planned Travel:

- Board meeting New Orleans, LA, May 19-21
- Oktoberfest, NOLA, July 7-16

Discretionary Funds Requested/Dispersed:

- None so far

Regional Calls Completed/Upcoming:

- Completed: February 7, 2017
- Upcoming: May 10, 2017

Chapter Compliance Issues:

- All chapters compliant with newsletters!
- Hawaii and LA Chapters have not yet submitted a financial report and have had rebates withheld. Several others have not yet submitted Form 990; Heather Tollison is tracking.

Other Updates or New Business:

- Continue discussion regarding chapter newsletter and general communications minimum standards.
- Discussing assigned tasks for Strategic Plan with Tim B. at the NOLA board meeting.



To: BMW CCA Board of Directors
BMW CCA Executive Director

Subject: South Central RVP May 2017 Pre-meeting Report

BMW Car Club of America, Inc.
Jeff Gomon
South Central RVP
3130 Jasper Ct
Lincoln, NE 68516-1635
(402) 613-6914
southcentralrvp@bmwcca.org

Travel:

Completed Travel:

Chapter Congress/Bd. Mtg. – Dallas 3/23/17-3/25/17

Planned Travel:

Flat Out Classic – 6/9/17-6/11/17

O’Fest New Orleans – 7/10-16/17

Other:

Working with a couple chapters who are overdue on newsletters.

Sent emails out to all chapters and acquired preferred contact solutions. Setting up Regional Conference calls, one for each time zone.

Pushing M School at the Performance Center in Thermal with chapters. GPC has 1 comp and 1 paying participant attending the May 20 date. Nothing from other chapters.

Regional Events:

Flat Out Classic Driving School

Discretionary Funds

\$500 for Flat Out Classes Regional Driving School

Respectfully,

Jeff Gomon



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: May 5, 2017

Subject: South Atlantic RVP Pre-Meeting Report for May 2017 BOD Mtg - NOLA.

Travel & Expenses:

March Board Mtg / Chapter Congress – Dallas, TX 3/23/17 – 3/26/17 - \$521.10
Visit with Florida Suncoast, Sunshine Bimmers & Everglades – 4/26 – 5/1/17
Met with Sebring Management to discuss Corral Pricing Challenges – 4/27/17
Attend Everglades Chapter Annual Picnic – 4/29/17 – 5/1/17 - \$957.20

Planned Travel:

May Board Meeting in New Orleans – 5/19/17 – 5/21/17
Oktoberfest, New Orleans – 7/11 – 7/16/17

RVP Discretionary Funds:

- None this quarter

Newsletter Delinquencies: A few. Working with the chapters.

Relevant Notes:

- Promoting NOLA Oktoberfest event with the Chapters and their members
- Evaluating Sebring proposals for 2018 Corral
- Discussing Sunshine Bimmer Zip Codes in First Coast Chapter area
- Work with Gulf Coast President regarding dissolution of Chapter Incorporation
- Follow up w/Steve J & Frank P about letter from Rich Stouder @ Smoky Mtn
- Discuss Peachtree Chapter expense@Petit w/Jason Courant-Build Sebring Case
- SA Quarterly Conference Call – Planned after NOLA BOD meeting
- Discuss – Items learned from BOD Meeting, Gvl retreat, Submit events to Regional Calendar, newsletters, Bricks for Foundation, Check on bylaw changes, Discuss Elections, Recognition committee, Sebring

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: May 20th Hyatt House, New Orleans

DATABASE/WEBSITE/OPERATIONS

In 2009 the club faced the issue of raising dues to cover expenses and increase revenue. Before taking that step every effort was made to cut costs – including cutting approximately \$200K from *Roundel's* annual budget. That money was saved by competitively bidding its print contract and reducing staffing. In the intervening year's we have driven revenue streams by revamping the raffle and significantly boosting its revenue potential. Our corporate sponsorships program was revitalized. Programs were devised to encourage members to buy multiple years of membership and our merchandising efforts increased significantly to the point where revenue today is nearly 6 times what it was in 2009. Unfortunately, our cost cutting and revenue enhancements seem to have hit a peak while expenses are rising and ad revenue is dropping.

As such it is time that we reluctantly look at a potential dues increase, while utilizing every tool at our disposal to continue to cut costs and either eliminate or consolidate redundant and ineffective efforts being made both locally and nationally. I have left this section in my report as it calls for further discussion.

The lapsed member call a thon that we ran in the first quarter of the year proved successful in getting members to rejoin. However, it ultimately proved too expensive to run long term. If we could find a lower cost provider and/or motivated volunteers this would be a successful way to bring back members into the club and/or increase their spend.

ROUNDEL

While Ad placement and billings were strong in 2016, they are just the opposite for 2017. Without an amazing recovery in the second half of the year 2017 could be our worst year on record.

COMMUNICATIONS and MARKETING

See report from Kyle

RAFFLE

We have been working closely with BMW NA and Alpina to deliver an Alpina B6 as the Grand Prize in our raffle. I am pleased to report that work has been accomplished. Our gratitude to our direct contact at Alpina - Jonathan Gansler. Andreas Bovensiepen of Alpina and a great friend to the club. Finally, to Tom Plucinsky and Alexander Schmuck for bringing this to fruition. Our 1st Prize will be a BMW M2 and our main prizes will be BMW 240i's.

OKTOBERFEST 2017

Registration is up and running. We will be in New Orleans, LA in July. Hot Cars and Cool Jazz! Our host hotel is the Hyatt Regency.

Schedule and Fees

Fees

	If registered by April 30	If registered by June 16	\$75 if registered Jun 17 and later
Registration Fee	\$35.00	\$55.00	\$75.00
Social Package (all meals)	\$395.00	\$395.00	\$395.00

Schedule

Please note the schedule is subject to change.

Date & Time	Event	Location	Fee	Included w/Social Package
Tuesday, July 11, 2017				
12:00 PM - 6:30 PM	Registration and Vendor Hall	Hyatt		
1:00 PM - 5:00 PM	Gymkhana	Hyatt		
TBA	Michelin Tire Talk	Hyatt		
TBA	Griot's Garage Car Care Clinic	Hyatt		
4:00 PM - 5:00 PM	Concours Judges' Meeting	Hyatt		
TBA	Griot's Garage Car Care Clinic	Hyatt		
6:00 PM - 7:00 PM	First Timers' Meeting	Hyatt		
7:30 PM - 9:30 PM	Welcome Dinner	club XLIV 1500 Sugar Bowl Dr	\$115.00	✔
Wednesday, July 12, 2017				
9:00 AM - 1:00 PM	Concours - Display	Audubon Park 6500 Magazine St		
8:00 AM - 10:00 PM	Concours - Judged	Audubon Park 6500 Magazine St	\$25.00	
12:00 PM - 1:00 PM	Concours Lunch and Awards	Audubon Park 6500 Magazine St	\$35.00	✔
2:30 PM - 5:00 PM	Registration and Vendor Hall	Hyatt		
5:00 PM - 6:00 PM	Odometer Gears TSD Rally Meeting	Hyatt		
Thursday, July 13, 2017				
8:00 AM - 1:00 PM	TSD Rally			
TBA	Bridgestone Tire Talk	Hyatt		
TBA	Michelin Tire Talk	Hyatt		
TBA	Hagerty Valuation Seminar	Hyatt		
TBA	Shell V-Power® Nitro+ Tech Talk	Hyatt		
3:00 PM - 5:00 PM	Registration and Vendor Hall	Hyatt		
8:00 PM - 11:00 PM	Casino Night	Hyatt	\$25.00	✔
Friday, July 14, 2017				
8:00 AM - 5:00 PM	Registration	Hyatt		
8:00 AM - 4:00 PM	Bridgestone Autocross	NOLA	\$35.00	
8:00 AM - 5:00 PM	Driving School	NOLA	\$245.00	
9:00 AM - 12:00 PM	Car Control	NOLA	\$25.00	
	Michelin Hot Lap Rides	NOLA		
	Separate registration required. (TBA)	NOLA		
	Michelin Driving Experience	NOLA		
	Separate registration required. (TBA)	NOLA		
	BMW CCA Foundation Charity Rides	NOLA		
12:00 PM - 2:00 PM	BMW Trackside Lunch and Awards	NOLA	\$55.00	✔
2:00 PM - 5:00 PM	Car Control Clinic	NOLA	\$25.00	
7:00 PM - 9:00 PM	Muriel's Jackson Square	Muriel's French Quarter 801 Chartres St	\$95.00	✔
Saturday, July 15, 2017				

Date & Time	Event	Location	Fee	Included w/Social Package
9:00 AM - 5:00 PM	Registration	Hyatt		
8:00 AM - 4:00 PM	Bridgestone Autocross	NOLA	\$35.00	
8:00 AM - 5:00 PM	Driving School Saturday	NOLA	\$245.00	
	BMW CCA Foundation Charity Rides	NOLA		
7:00 PM - 11:00 PM	Banquet	WW II Museum 945 Magazine St	\$99.00	

OKTOBERFEST 2018

Approved and Booked
Much to discuss.

OKTOBERFEST 2019

Approved and Booked

International Council Meeting 2019

To be discussed

OKTOBERFEST 2020

To be discussed

REGIONAL EVENTS

No new regional events that I am aware of. RVP's?

AFFINITY/MEMBER BENEFIT PROGRAMS

We have a partial agreement in place with Hagerty and are ready to sign with Nationwide for insurance program covering new to classic to vintage autos and more.

HPDE INSURANCE 2015

In advance of the upcoming Board meeting, here is a brief update on the affinity insurance programs we manage for BMW CCA:

Overall, program participation is on pace to increase again in 2017. Our experience with BMW CCA mirrors a shift we're seeing throughout the industry – while overall participation is growing in HPDE events, the number of events each participant attends annually is decreasing. As a result, we're seeing less multi-event policies (more appealing to enthusiasts that participate in 6+ events/year) sold and an increase in single-event policies sold.

Our new website continues to receive very positive reviews from BMW CCA members. Since the launch of this new website in July, our conversion ratio has increased by 30% - a clear indicator that members are finding the coverage they need and able to purchase insurance quickly and easily. Also, members seem to appreciate the rate reductions that we introduced last July.

We're off to a strong start for 2017. If you have any questions or if I can help in any way, please let me know.

If you have any questions, please let me know. I look forward to seeing you in Dallas!

Regards,

Ryan Staub

VP - Motorsports Practice Leader

Lockton Affinity Motorsports

**BMW CCA HPDE
Insurance Production**

as of 5/11/17

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	132	541.28
Jul-15	64	306.3
Aug-15	73	289.08
Sep-15	148	704.7
Oct-15	87	346.62
Nov-15	43	203.02
Dec-15	8	54.24
Annual / multi-event policies	103	3,234.84
<i>Total</i>	1000	7,259.16

2016		
Month	# of single event policies sold	Revenue to BMW CCA
Jan-16	6	27.04
Feb-16	7	38.42
Mar-16	50	237.34
Apr-16	123	508.76
May-16	128	602.34
Jun-16	196	868.26
Jul-16	47	206.38
Aug-16	112	460.12
Sep-16	226	1004.46
Oct-16	66	271.62
Nov-16	36	189.36
Dec-16	0	0
Annual / multi-event policies	127	2,987.48
<i>Total</i>	1124	7,401.58

2017		
Month	# of single event policies sold	Revenue to BMW CCA
Jan-17	0	0
Feb-17	12	66.74
Mar-17	138	621.226
Apr-17	80	331.56
May-17	47	200.50
Jun-17		
Jul-17		
Aug-17		
Sep-17		
Oct-17		
Nov-17		
Dec-17		
Annual / multi-event policies	16	299.64
<i>Total</i>	104	728.98

Current breakout of membership by term.

Membership Term	Primary Members	Associate Members	Total
1 Year	37,978	4,189	42,167
2 Years	8,671	1,133	9,804
3 Years	10,939	1,780	12,719
4 Years	399	70	469
5 Years	2,639	465	3,104
Lifetime	856	209	1,065
Total:	61,482	7,846	69,328

Member Source as of 05-15-2017

Source	Total	Current	Lapsed	2013	2014	2015	2016	2017
Dealership	865	217	648	281	120	106	167	16
	1	0	1	1	0	0	0	0
Email	140	43	97	5	14	59	15	0
FAX	24	17	7	1	0	10	9	4
Gift	1,801	696	1,105	384	363	394	286	68
Mail	784	418	366	39	27	512	148	9
Phone	507	238	269	103	98	175	73	4
Renewal	19	17	2	0	0	6	12	0
Street Survival	6,447	1,284	5,163	1,255	1,419	1,037	1,277	238
Walkin	158	57	101	64	42	45	2	0
Web-Bimmer Magazine	1,980	1,055	925	347	275	278	279	162
Web-bimmerlife.co	19	19	0	0	0	0	7	12
Web-BMW CCA Website	6,377	3,105	3,272	975	936	976	1,024	335
Web-BMW Center	3,835	2,104	1,731	768	753	631	959	198
Web-BMW Performance Center	1,257	731	526	252	261	318	313	113
Web-BMWBlog.com	315	202	113	44	44	94	108	22
Web-BMWCAR Mag UK by Unity Media	40	19	21	16	2	1	0	1
Web-Car and Driver Magazine	489	261	228	70	80	64	78	28
Web-Classic MotorSports	56	32	24	8	15	13	10	7
Web-CPO Sample Roundel	189	91	98	28	76	15	9	6
Web-Facebook	578	338	240	61	105	178	166	66
Web-GrassRoots Magazine	219	115	104	42	34	47	43	16
Web-Independent Shop/Dealer	1,270	644	626	280	231	221	304	69
Web-Link from Another Website	1,666	814	852	299	273	294	272	103
Web-National Aftersales Conference	7	3	4	1	2	2	2	0
Web-Performance BMW Mag UK Unity	9	3	6	6	1	1	1	0
Web-Radio Ad	13	7	6	4	1	2	4	1
Web-Referred by BMW CCA Member	5,571	3,102	2,469	1,302	1,233	1,269	1,254	415
Web-Search Engine	2,200	1,111	1,089	361	399	479	449	171
Web-Sports Car Market Magazine	106	57	49	15	14	13	12	4
Web-Television Ad	12	4	8	4	3	2	1	0
Web-Word of Mouth	16,762	7,745	9,017	2,449	2,225	2,361	2,497	782
Totals	53,716	24,549	29,167	9,465	9,046	9,603	9,781	2850

Membership Renewal Promotions 2017
01/01/2017-05/05/2017

Since the start of the year 123 members have opted for a 3 or 4 year membership (M Color Badge) and 119 have opted for a 5 year membership (Tribute) in exchange for a promotional BMW CCA grille badge.

1st Quarter Lapsed Membership Offer pulled back 110 members.

How Members Hear About Us

Bimmer Magazine	1078
bimmerlife.co	19
BMW CCA Website	3143
BMW Center	2116
BMW Performance Center	739
BMWBlog.com	204
BMW CAR Mag UK by Unity Media	19
Car and Driver Magazine	264
Classic MotorSports	34
CPO Sample Roundel	92
Facebook	340
GrassRoots Magazine	116
Independent Shop/Dealer	649
Link from Another Website	816
National Aftersales Conference	3
Performance BMW Mag UK Unity	3
Radio Ad	8
Referred by BMW CCA Member	3135
Search Engine	1120
Sports Car Market Magazine	57
Television Ad	4
Word of Mouth	7794

Area Creation

Work is ongoing to create an alliance between Green Mountain, White Mountain and Pine Tree to share services, a calendar, website and newsletter.

BMW ALPINA B6 GRAN COUPE.

BMW CCA EDITION 2017.



BMW ALPINA B6 BMW CCA EDITION.

BACKGROUND.



- BMW CCA annual raffle features BMW ALPINA B6 xDrive Gran Coupe as main raffle prize in 2017.
- Vehicle has been ordered by BMW NA for June BMW production, order number 0605699.
- ALPINA supports project by:
 - Coming up with unique features for the vehicle (not available in USA) at no cost.
 - Creating raw video footage of the finished vehicle for marketing / communications.
- Contact details BMW CCA:
Frank Patek, President
Len Rayburn, Creative Director
- BMW CCA 2017 grill badge to feature ALPINA branding.

BMW ALPINA B6 BMW CCA EDITION. TIMELINE.



2017		< June	June	July	August	September	> September
Vehicle			<p>BMW Production 0605699</p> <p>▲</p>	<p>ALPINA Production 0605699</p> <p>▲</p>	<p>Shipping (tbc)</p> <p>▲</p>	<p>Arrival East Coast (tbc)</p> <p>▲</p>	
	Activities / Marketing & Coms		<p>Raffle Tickets Go On Sale 01.06.17</p> <p>■</p>		<p>ALPINA photo and video shooting (exact details and timing tbc)</p> <p>■</p>		<p>Prize Drawing Date ?</p> <p>■</p>

BMW ALPINA B6 BMW CCA EDITION. PRODUCT FEATURES.



Interior BASICS:

- ZBOW BMW Merino Ivory White / Black.
- XEZ ALPINA Piano Wood trim.

Interior SPECIALS:

- ALPINA Piano Wood trim with custom logo / lettering.*
- Steering wheel with custom stitching in IVORY.
- Headrests with ALPINA logo stitched in COLOUR.*
- Floor mats and boot mat with piping in IVORY and custom ALPINA label with inscription.
- ALPINA production plaque with custom inscription.
- Custom production plaque for engine bay.
- Key ring with custom inlay* and key fob with ALPINA logo.

Exterior BASICS:

- X06 ALPINA Blue metallic.



Drivetrain SPECIALS:

- Titanium exhaust system Akrapovic with carbon tailpipe trim (euro option only).
- New MICHELIN PSS 4 summer performance tires (for specific MICHELIN co-sponsoring opportunities).

Exterior SPECIALS:

- Front apron with euro style splitters in carbon.

BMW ALPINA B6 BMW CCA EDITION.

INTERIOR SPECIALS - DETAILS.



- XEZ ALPINA Piano Black interior trim with either custom:
 - a) ALPINA silver logo (standard)
 - b) “BMW CCA 01/01” inscription in silver*
 - c) “BMW CCA Edition” inscription in silver*
 - d) Signature by company founder Burkard Bovensiepen in silver*

- Headrests with custom:
 - a) ALPINA logo stitched in colour

- Floor mats and boot mat with piping in IVORY and labels embossed or stitched with either:
 - a) “BMW CCA 01/01”
 - b) “BMW CCA Edition”
 - c) Signature by company founder Burkard Bovensiepen

BMW ALPINA B6 BMW CCA EDITION.

INTERIOR SPECIALS - DETAILS.



- ALPINA production plaque with custom inscription:



BMW CCA Edition

BMW ALPINA B6 GRAN COUPE 01/01

- Custom production plaque for engine bay with signatures of the three Bovenstepens and “BMW CCA 01/01” or “BMW CCA Edition” inscription.
- Key fob with ALPINA logo inlay.
- Custom key ring inlay.*



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

May 15, 2017

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

Chapters

Chapter rebates withheld for the following reasons

Form 990	Financial Statement	Newsletter
Los Angeles	Los Angeles	Michiana
Houston	Houston	Peachtree
Buckeye	Hawaii	Sandlapper
E30 Chapter	Northern Ohio	Wasatch
Northern Ohio	Old Hickory	
Peachtree		
Sunshine Bimmers		

Newsletter Status

See next page

Regional Vice-presidents have been added to their region's chapters. I still need to remind chapters to email newsletter@bmwcca.org to tell me that their newsletter has been posted to either their chapter's website or the BMW CCA website, Only RVPs are able to monitor whether chapters are mailing hardcopies to those who request it. I have no way of knowing.

Steven Schlossman

North Atlantic	Last Issue	Days
Allegheny	4/25/2017	22
Boston	3/13/2017	65
CT Valley	5/12/2017	5
Delaware Valley	5/12/2017	5
Genesee	5/12/2017	5
Green Mountain	5/14/2017	3
Mountain State	3/20/2017	58
New Jersey	2/28/2017	78
New York	2/14/2017	92
Nittany Bimmers	5/1/2017	16
Patroon	3/22/2017	56
Pinetree	4/5/2017	42
Pocono Mountain	4/25/2017	22
White Mountain	4/19/2017	28
today	5/16/2017	

North Central	Last Issue	Days
Badger Bimmers	5/7/2017	9
Bluegrass	1/21/2017	115
Buckeye	2/28/2017	77
Hoosier	2/27/2017	78
Illini	3/2/2017	75
Iowa	5/3/2017	13
Michiana	12/20/2016	147
Motor City	4/9/2017	37
North Star	4/23/2017	23
Northern Ohio	4/7/2017	39
Old Hickory	3/13/2017	65
River City	4/7/2017	39
St. Louis	3/23/2017	54
Windy City	5/1/2017	15
today	5/16/2017	

Pacific	Last Issue	Days
Central CA	3/22/2017	56
Golden Gate	3/15/2017	63
Hawaii	2/12/2017	94
Inland Empire	4/20/2017	27
Los Angeles	5/2/2017	15
Oregon	3/7/2017	71
Puget Sound	2/14/2017	92
-	-	-
Roadrunner	4/19/2017	28
Sacramento	3/24/2017	54
San Diego	3/10/2017	68
Sierra	2/14/2017	92
Sin City	4/14/2017	33
Sonora	3/18/2017	60
today	5/16/2017	

South Atlantic	Last Issue	Days
Bayou	3/9/2017	69
Blue Ridge	3/18/2017	60
Choo-Choo	4/30/2017	17
Everglades	4/4/2017	43
First Coast	4/17/2017	30
Gulf Coast	2/16/2017	90
Heart of Dixie	3/27/2017	51
National Capital	5/1/2017	16
Peachtree	1/8/2017	129
Puerto Rico	1/31/2017	106
Sandlapper	1/22/2017	115
Smoky Mountain	4/27/2017	20
Suncoast	5/13/2017	4
Sunshine	2/19/2017	87
Tarheel	5/4/2017	13
Tidewater	4/28/2017	19
today	5/16/2017	

South Central	Last Issue	Days
Houston	3/9/2017	69
Kansas City	5/15/2017	2
Lone Star	5/15/2017	2
Great Plains	3/29/2017	49
New Mexico	4/6/2017	41
Rocky Mountain	4/1/2017	46
Sunbelt	4/12/2017	35
Tejas	5/8/2017	9
Wasatch	1/9/2017	127
today	5/16/2017	

Non-Geo	Last Issue	Days
E31	4/23/2017	24
E30	1/19/2017	118



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Marketing Report, May 20, 2017 Board meeting

The First...70 days

Priorities have included:

- Find and secure O’Fest sponsors
- Generate O’Fest attendance
- Find and secure Legends and Festorics sponsors
- Generate Legends and Festorics attendance
- Learn processes and where to find data
- Chapter communication, including Chapter Congress and presentations
- Bimmerfest
- Membership Drive
- Supporting articles in Roundel
- Raffle
- Evolving (developing?) social media strategy/activity/reach
- Membership acquisition
- Membership retention
- Junior CCA program development

48th Annual O’Fest -- Update

Sponsors down this year...some slow to engage/respond—definitely a delay due to my ingress process/timing—and some not intrigued by the location in terms of travel availability, resources and timing.

Current sponsors/partners/vendors

Secured/Committed	In discussion
Michelin	KW
Shell	
Bridgestone	
Pirelli	Stretch
Dinan	Turner/ECS
Nationwide	Weather Tech
Hagerty	Bilstein
Griot’s	Peake BMW Dealership, New Orleans
Odometer Gears	Beer sponsor
	Liqui-Moly
	Bavarian Workshop
	The Werk Shop

As of Friday, May 12, we have available sponsorships for the Concours, Concours lunch, Thursday Casino Night, Gymkhana, Vendor Reception sponsors, Car Control, Photo contest, the Friday evening reception and the Saturday WWII Museum dinner. Pirelli might grab both the Concours and the Sat night dinner. As we continue to secure partners, we'll gather the gifts for the registration bags, too.

We have been working with partners to help them generate more measurable results, as many of them have been forced to target. We had an idea Dinan appreciated to drive traffic to their booth—member submitted photos from which we would design a poster that Dinan would produce. Those members submitting photos by the required specs (as well as others appreciating the poster) would pick up their posters at the Dinan booth art O'Fest and leftover at Legends. Dinan and other current and possible partners would see that our members do utilize their products and do engage, increasing short and long term partner opportunities. Due to the short timeline and need to focus on other broader appealing components of the event, we'll shelve this for future opportunities, but seem to have made a positive impact on Dinan as they recognize we're working with them for results.

Internal communication to promote attendance and engage sponsors:

- Roundel Weekly mentions and links
- Targeted emails to Regional members
- Targeted emails to previous O'Fest attendees
- Targeted emails to past O'Fest track participants
- Emails promoting sponsors, including announcing prizes

BMW NA has committed to bringing four race cars, including the Stars and Stripes GTR. I'd like to align the theme for the O'Fest closing dinner to be "American Spirit" to A) support the war museum theme; B) limit the mumbled fear that people will run afoul of the "'40's theme"; and C) to capitalize on the fact that it's the week after July 4.

Tech Talks being scheduled. Anticipating Michelin, Shell and Griot's. Also pursuing KW and Dinan for Tech Talks. Promoting it to others as well. Tech Talks were well attended last year and should continue to be a great resource for partners to reach our members and for our members to learn functional tips for their cars and automotive passions.

Legends Update

Attendance (registrations) said to be on par with previous years. We have not started the specific email campaigns promoting various aspects and highlights of the event. Promotion to date has included Roundel pages and Roundel Weekly inclusions.

We're aiming for more (than average; not more than 2016) Display Class registrations, capitalizing on the relative ease Display parking provides compared to ingress, access and position of the spectator parking. This will be part of what we promote in forthcoming emails. This is based on the theory that some club members do park in spectator parking rather than do display, under the misperception that their cars have to be display-worthy to a certain level (outside of being a BMW, Mercedes or Audi, generally). The \$40 would be revenue to us while spectator parking revenue goes to the facility. We are also looking at adding a partnership opportunity—Display Class Sponsor.

Emails will also target:

- Past registrants
- Local chapters, including Reno and AZ chapters.
- Clarity on Display vs Concours vs nothing.
- Announcing sponsors
- Announcing “special appearance” cars like the rumored roadster (shush!) or others as the event nears.
- Also emphasizing the E30 M3 in this 30th Anniversary year of the model.

Current sponsors (not all have signed agreements as of 5/12) include:

- Michelin as Presenting Sponsor
- Shell as the Official Fuel of Legends
- Xpel as a Supporting Sponsor (\$3000)
- Dinan as a Supporting Sponsor (\$3000)
- Hagerty as a Supporting Sponsor (\$3500)
- La Jolla Independent as hydration sponsor
- Pirelli as a Display Class sponsor (not yet confirmed) (proposing \$2500)
- KW possible for involvement (lanyard?)
- Sports Car Market (vendor)
- Nationwide (specifics still in discussion)
- Griot’s (per 3-year agreement signed last year)—they will have their 2 door E30 M-look Touring Mobile Detailing Wagon on site.

Legends walk through / meeting on site June 10.

Festorics Update

Coming out of the Celebrate BMW energy from 2016, Festorics will be back to our one location at the Turn Five Corral. With this year being the 30th anniversary of the E30 M3, that car will be the focus for us at Festorics. Registration appears to be on target based on previous years.

As of this writing (5/12), we’re still lining up sponsors. Michelin by contract will be the presenting sponsor. First Cal is a lunch sponsor. Still looking at many other options. Performance Technics is out this year.

Bimmerfest West Update

Bimmerfest West 2017 will be held again at the AAA Speedway in Fontana, CA. The BMW CCA will have a presence there again with anticipated support from the SD and the LA chapters. The LA chapter will be hosting an AutoCross, currently “available” to non-members. As of 5/13, there were seven people registered—a 75% increase from two weeks ago (a great trend if that rate continues!).

In a step to increase awareness and attention for/to our presence at Bimmerfest and to extend the value our partners receive working with us, we are including Griot’s at our booth. Prior to the event, Griot’s will be announcing through its channels their presence with us at Bimmerfest and to come by for samples. We will be doing the same in our pre-event outreach through our channels.

This from Griot’s: *“We are confirmed for having Griot’s Reps out there both Saturday and Sunday.*

“We will be bringing 600 – 800 samples of our Best of Show Detailer to be given out under the BMWCCA tent. Matt Perry will be the Griot’s rep performing first hand product demonstrations and answering technical questions.

“We will be providing a Machine Polishing and Wax Kit for a raffle prize (over \$300 retail value). It is an event special kit we only bring to select shows and not available in the catalog or online.”

We are working with the chapters to reach out to their members to do more to recruit members at Bimmerfest. We secured 47 new members through Bimmerfest in 2016. I am targeting a goal 70 (50% increase) and a stretch goal of 100 for this year. We are adding some new merchandise items that should pique the interest of a broader target audience. We have secured (90%) an E30 M-Tech look Sedan build for Day 1 and most likely the E36 LTW that Nick knows (Matt’s?) in SD. The LTW will also be up on Bring at Trailer at that approximate time, ideally with posts Nick and I will try to coordinate with Matt, that they can come to the BMW CCA booth at Bimmerfest to see it, too.



The E30 sedan is owned by a 30-year old club member (not a “club member for 30 years”). We are already working social media channels and event displays in the meantime to get attention for his car and extend it into the “check out this car at the BMW CCA booth at Bimmerfest on Saturday!” promotion. Even if it won’t immediately generate action, it will be more mentions of BMW CCA in those audiences. Adjacent to this paragraph is an example: the pics were posted by Mishel Keshishian (who I anticipate will be joining the club soon). In the screen shot on the right, he has more than 34,000 followers on Instagram. Within a day after posting the pics (image on the left), more than 1,200 “liked” it with a small handful of comments. We will be posting more of those pics as Bimmerfest approaches, including mentions to come see the car at Bimmerfest.

Raffle 2017: Prizes, Timeline, and Grille Badge

June 1, 2017 will be the first day raffle tickets can be purchased for the 2017 Car of Your Dreams Raffle. Tickets again will be \$25 with no maximum. For the 2017 raffle, our Grand Prize will be a BMW CCA “one of one” edition 2018 Alpina B6 xDrive Gran Coupe. The MSRP for this ALPINA Blue Metallic on BMW Merino Ivory White / Black interior is \$133,475 but that’s before unique features have been added such as Euro-spec only Akropovic exhaust and a plaque reading “BMW CCA Edition, BMW Alpina B6 Gran Coupe 01/01. Similar to the 700 units made of our 2016 Grand Prize M4 GTS, Alpina will only be producing a total of 750 Alpina B6

xDrive Gran Coupe vehicles with an estimate of 150 for 2018. This vehicle is being made for us and will be available mid-July. For this reason, the winner must be responsible for all applicable taxes.

First prize will be a 2017 BMW M2 with an MSRP of \$51,700.

Main prizes will be BMW M240i vehicles with an MSRP of \$45,145.

Entry deadline is September 29, 2017.

The actual drawing will take place in late-September in Augusta, GA and will be filmed for distribution via all of our communications channels. The June *Roundel* issue will include a cover story on the same car as well as a sidebar including a short and incomplete history of the raffle meant to inspire ticket purchases. We will also be promoting the raffle weekly in Roundel Weekly and with consistent emails to supplement our communication about O’Fest, Legends and Festorics.

CAR OF YOUR DREAMS BMW CCA RAFFLE 2017

GRAND PRIZE BMW CCA EDITION ALPINA B6
2018 xDRIVE GRAN COUPE

MSRP: \$133,475
*Winner responsible for all applicable taxes

BONUS: For every ten (10) tickets you purchase you will receive a special limited edition ALPINA Grille Badge (not available for purchase separately)

FIRST PRIZE 2017 BMW M2
MSRP: \$51,700

MAIN PRIZES M240i
MSRP: \$45,145

Purchase Tickets at bmwcca.org/raffle
Entry deadline: Sept 29, 2017

\$25 PER TICKET NO LIMIT!

There is NO limit to the number of tickets you can purchase!
One car is given away for every 5,000 tickets sold.

Special Drawing Prizes—Raffles within the raffle

Entries from June 1 through June 30 will also be entered into a raffle for a \$1,000 Tire Rack gift certificate.

Entries from July 1 through July 22 will also be entered into a raffle for a \$1,200 Michelin Tire certificate.

Entries from July 23 through August 10 will also be entered into a raffle for a \$1,000 Shell V-Power gift card. Entries from August 11 through September 2 will also be entered into a raffle for a \$1,000 Amazon gift card. Entries from September 3 through September 29 will also be entered into a raffle for a \$1,000 AMEX gift card. Additionally, Mike Renner has committed a certificate for a 1-day M-school at the Performance School. We will have flexibility to add this in as a bonus during the raffle.

CAR OF YOUR DREAMS **BMW CCA RAFFLE 2017**

There are even more ways to win! Purchase a Car Of Your Dreams Raffle ticket during one of the special drawing periods and you'll be entered to win the associated prize. For every raffle ticket you buy, you'll receive 1 entry into a special drawing for 1 of the 5 prizes listed below!

JUNE 1-30	JULY 1-22	JULY 23-AUG 10	AUG 11-SEP 2	SEP 3-SEP 15
\$1,000 Tire Rack Gift Certificate	\$1,200 Michelin Tire Certificate	\$1,000 Shell V-Power Gift Card	\$1,000 Amazon Gift Card	\$1,000 AMEX Gift Card

Motorsport Member Grille Badge

You can see in the flyer above the image for the grille badge available with the purchase of 10 raffle tickets. This was reviewed and “approved” by our friends at ALPINA and might suggest a trend in future grille badges of promoting specific types or styles of cars. As will be the case with these, more than just “that car” owners will be acquiring them.

Roundel Weekly and Email Communications Update

We’ve been pulsing emails for O’Fest at least weekly as well as mentioning Monterey events and O’Fest in Roundel Weekly. We will be supplementing those with additional emails for Monterey and for the raffle. The raffle emails will mostly mirror the pattern and timeline from last years, also promoting the Raffle Within a Raffle. At times, given timelines for O’Fest, Legends, Festorics and other communication from National, we’ll have to balance the number, frequency and pace of the emails. We’ll be tracking open rates, pages used to enter, click through rates, and more.



Plans for Roundel Weekly also include a monthly (and then weekly) short “build of the [period]” story of maybe 3-4 paragraphs and a handful of pictures of a member’s car that has either been restored or “built.” This is already proving to generate

members in the short term and integrate into our other efforts such as Bimmerfest. Attached here is a screen shot of Rimal Chand, who’s picture from Bimmerfest 2016 was included in the May *Roundel* issue. In this process, he eagerly agreed to be featured as the Build of the X. You can see his response in the screen shot with the blue E24, including mentioning BMW CCA specifically and including the pic from the magazine. This generated 160 likes in the first four hours. Rimal has 5,000+ IG followers. Next to it is a screen shot from another Instagram user—another good example of how we can pull Roundel activity into social media and vice versa and how that will increase enthusiasm, additional promotion of the club, and improve engagement and retention.

In order to enable a “Build of the X” to succeed, I’ll be building out the editorial calendar four “build stories” ahead and confirming with Nate the schedule by when he’ll need what content and photos. We already have four candidates with a fifth one eagerly trying to finish his build.

This will also give us a chance to **engage with chapters** and have chapters and the club in general increase retention, as members featured—or wanting to be featured—or enjoying the benefits of the club like being featured—will appreciate the club more and even in some cases work to get more members to join with them. It will also significantly **increase advertising opportunities** in *Roundel* and Roundel Weekly as each build will include the equipment they put in their cars. Advertisers either featured or wanting to compete with those featured will want to be involved in these opportunities.

Below and on the following page are many of the emails we’ve sent and the open and click-through rates.

MESSAGE NAME	DATE SENT	OPEN RATE	CLICK-THROUGH RATE
Roundel Weekly	1/3/2017	35.50%	11.20%
Roundel Weekly	1/10/2017	36.10%	12.60%
Roundel Weekly	1/17/2017	36.20%	12.00%
10 Day Renewal Notice	1/20/2017	40%	8.50%
Roundel Weekly	1/24/2017	36.10%	12.20%
North Atlantic Region Events Newsletter	1/26/2017	42.20%	3.40%
5 Day Renewal Notice	1/27/2017	32.80%	6.80%
3 Day Renewal Notice	1/29/2017	33.10%	8.60%
Lapsed Member	1/30/2017	27.60%	2.00%
Final Renewal Notice	1/31/2017	34.20%	10.40%
Roundel Weekly	1/31/2017	34.60%	10.40%
North Central Region Events Newsletter	2/2/2017	33.60%	2.90%
Roundel Weekly	2/7/2017	34.70%	9.90%
Pacific Region Events Newsletter	2/9/2017	41.70%	3.00%
Roundel Weekly	2/14/2017	35.60%	12.10%
South Atlantic Region Events Newsletter	2/16/2017	30.20%	2.60%
10 Day Renewal Notice	2/17/2017	44.60%	9.90%
Roundel Weekly	2/21/2017	37.10%	12.50%
5 Day Renewal Notice	2/22/2017	37.10%	7.70%
South Central Region Events Newsletter	2/23/2017	34.30%	3.80%
3 Day Renewal Notice	2/24/2017	36.90%	9.20%
Final Renewal Notice	2/28/2017	37.70%	11.10%

Roundel Weekly	2/28/2017	34.40%	8.90%
Club Racing - HMS Motorsports	3/2/2017	53.60%	9.30%
Roundel Weekly	3/7/2017	34.50%	10.00%
Roundel Weekly	3/14/2017	36.30%	11.00%
O'Fest Registration Launch	3/16/2017	40.20%	1.80%
Roundel Weekly	3/21/2017	37.30%	11.10%
10 Day Renewal Notice	3/21/2017	42.40%	9.90%
Monterey Weekend	3/22/2017	34.80%	1.80%
5 Day Renewal Notice	3/27/2017	36.10%	7.70%
Lapsed Member	3/27/2017	28.50%	1.90%
Roundel Weekly	3/28/2017	36.10%	10.80%
3 Day Renewal	3/29/2017	33.20%	7.40%
Lapsed Member Reminder	3/30/2017	24.00%	1.80%
Final Renewal	3/31/2017	39.50%	12.30%
Roundel Weekly	4/4/2017	35.70%	9.90%
O'Fest 2017 #2	4/6/2017	35.70%	1.10%
BMW CCA M Day	4/6/2017	67.70%	3.10%
Welcome Back - Phone Campaign	4/7/2017	45.90%	8.20%
Roundel Weekly	4/11/2017	37.60%	11.40%
Roundel Weekly	4/18/2017	37.00%	10.90%
Safety Recall Notice - Helmet	4/19/2017	63.70%	7.70%
10 Day Renewal	4/20/2017	37.80%	8.70%
O'Fest 2017 #3	4/20/2017	42.40%	1.60%
O'Fest 2017 #4	4/24/2017	38.40%	1.00%
5 Day Renewal Notice	4/25/2017	33.70%	7.50%
Roundel Weekly	4/25/2017	36.70%	11.50%
O'Fest 2017 #5	4/26/2017	46.00%	2.30%
North Atlantic Region Events Newsletter	4/27/2017	31.00%	2.80%
3 Day Renewal Notice	4/27/2017	35.90%	9.30%
O'Fest 2017 #6	4/27/2017	38.40%	0.80%
Monterey Weekend #2	4/28/2017	39.90%	1.40%
O'Fest 2017 #7	4/29/2017	41.70%	0.90%
Final Renewal Notice	4/30/2017	37.00%	9.90%
Roundel Weekly	5/2/2017	33.80%	8.60%
O'Fest 2017 #8	5/3/2017	Did Not Send	Did Not Send
O'Fest 2017 #9	5/4/2017	35.50%	0.50%
North Central Region Events Newsletter	5/4/2017	33.80%	2.90%
Monterey Weekend #3	5/6/2017	Did Not Send	Did Not Send
Roundel Weekly	5/9/2017	35.50%	9.40%
Pacific Region Events Newsletter	5/11/2017	43.50%	3.50%
O'Fest 2017 #10	5/13/2017	36.10%	0.70%

New Partners: First Cal Mortgage, Hagerty, Nationwide

First Cal will be at Festorics and will be advertising in *Roundel* and *Roundel Weekly*. They will be hosting webinars promoted through their *Roundel Weekly* ads.

Hagerty is arranging 5% discounts for members and sponsoring *The Vintage and Legends*, among other advertising and activity being confirmed.

Nationwide is still in discussion but will be a good substitute for Liberty Mutual.

Kyle van Hoften
Director of Marketing & Corporate Partnerships
BMW CCA



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Re: May 2017 Board Meeting—New Orleans, LA

IT Update

Chapter Financial Statements

This project was deployed at the end of December 2016 and was ready for submissions by chapter representatives on the scheduled date of January 1. Overall, the process did not change significantly. The new features include a new section to the right of the page that shows the previous year's submission, and it automatically populates the EIN and Equity/Retained Earnings fields. The auto-population of Equity/Retained Earnings led to some confusion since this was the first year it happened. We took the feedback of some of the treasurers who completed the form and made some adjustments in January and February, and we'll review all the feedback for future enhancements. The biggest issue is that the form cannot be saved or submitted if there are validation errors. This isn't unusual behavior when compared to other online forms, but it is inconvenient for our volunteers just wanting to save their progress. Our developers tell me that it isn't possible to force it to save with validation errors, but we'll continue to investigate.

Charity Matching Funds

This project was deployed at the end of December 2016 and was ready for submissions by chapter representatives on the scheduled date of January 1. A chapter officer can view the list of all applications their chapter has created. From this page, they can create a new application, or update an application that has not been submitted. Once they've added all charitable activities to an application they must click "submit" to send the application to the CCA Accounting office. This application will be much easier to work with than paper because charities will be saved and presented in a dropdown, and locations for charitable events will be the same ones that have been previously entered from events added to the calendar. So, if a chapter adds a charitable event to the calendar, it will be even faster to add it to the CMF application.

Event Resources

I created a new section on an event's landing page for event resources such as the presentations from the 2017 Chapter Congress. This allows us to centralize resources and make them more readily available to members and chapter representatives. If an event has resources, a block will appear below the address information with links to downloads.

AssociationAnywhere Implementation

ACGI and BMW CCA staff are working together on various aspects of the AssociationAnywhere (AA) implementation. ACGI is hard at work on the customizations required by BMW CCA's business practices. Edward and I are busy converting the data in GoMembers to AA. To date, we've converted 4 million records! Conversion of membership records is still in progress. It is difficult to convert them because of the differences in how AA invoices memberships compared to the way GoMembers does. The initial data conversion will be completed by May 31, 2017. All processes for exporting data are repeatable, and will be executed a second time for a conversion just prior to staff training in July. That second push will serve as a dress rehearsal before the third and final push the weekend before go-live.

ACGI has provided me with access to a development environment from Oracle named APEX. It allows me to perform development with access to the same membership data as AA. In order for BMW CCA to stay on track for go-live, ACGI needs to enable one additional feature so that I can grant third parties like MotorSport Reg the ability to verify memberships in real time. It is also required before we can begin work on the single sign-in project to allow members to log in at bmwcca.org. APEX will also be used to develop reports for the Board, Chapter Reps, and staff.

Chapter Congress

During the 2017 BMW CCA Chapter Congress I conducted two sessions: an IT Update, and an update on the AssociationAnywhere project. I also assisted the Technology Committee with the presentation of the new WordPress template we have been working on, and two break-out sessions to dive deeper into the details.

Edward and I also met with Club Racing to discuss a proposal to completely re-implement their website. The main goal of the project is to enable CR staff and other designated persons with the ability to make updates to the site.

Chapter Website Template

The new theme was really well received at Chapter Congress, and we had 28 chapters express interest. The committee is in the process of gathering information from the chapters to plan the implementation phase. We have decided on a host, and will offer the theme and hosting, or just the theme to chapters and they may choose if they would like to implement it or not.

Microsoft Licensing Audit

The audit was successfully completed without BMW CCA having to purchase any additional licenses.

Cvent Integration

The integration between GoMembers and Cvent has been updated to allow for up to five simultaneous registrations.

Chapter Electronic Newsletters and MagnetMail

The following 27 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. There is a separate 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
Connecticut Valley Chapter	E31 Chapter	Everglades Chapter
Florida Suncoast Chapter	Golden Gate Chapter	Heart of Dixie Chapter
Inland Empire Chapter	Iowa Chapter	Kansas City Chapter
Lone Star Chapter	Mountain State Chapter	Nittany Bimmers Chapter
North Star Chapter	Northern Ohio Chapter	Oregon Chapter
Patroon Chapter	Pocono Mountain Chapter	River City Bimmers
Sandlapper Chapter	Sunbelt Chapter	Sunshine Bimmers Chapter
Tarheel Chapter	Wasatch Chapter	

There are 16 chapters that have MagnetMail accounts:

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



Stephen Elliott
Director of Information Technology
BMW Car Club of America



BMW Car Club of America
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Re: May 2017 Board Meeting—New Orleans, LA

Technology Committee Report

Chapter Website Initiative Update

- Identified WP Engine as provider of centralized hosting service
 - Estimated monthly fee \$20/site (included automated maintenance updates)
 - Josh Butts from Tejas in process of testing Staging instance
- WP Engine Capabilities
 - Allows centralized permission management
 - Streamlines ability to push updates to site website layout or plugins
 - Cloudflare service able to provide free SSL encryption and caching
- Received Completed Forms from 3 Chapters, will review at next Committee meeting
 - National Capital
 - Smoky Mountain
 - Pine Tree

Next Committee Meeting - Wednesday May 17th

Planning to discuss requirements for supporting Area concept w/ Lou Ann

Align on timing to make staging environments available for Chapters ready to start

Ian Dunn
Technology Committee Chair

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

May 2017 Pre-Board-Meeting Report

Advertising: As I reported before, 2016 was grim, but 2017 looks even worse. As Michael Slaff puts it, “Here’s what you need to know about the ad ratio: It sucks.” Here are the percentages of advertising since January 2015:

ISSUE DATE	PAGES	AD PAGES	AD PERCENTAGE
January 2015	132	34.41	26.07%
February	132	36.24	27.45%
March	132	44.91	34.02%
April	132	53.58	40.59%
May	132	52.66	39.89%
June	132	54.24	41.09%
July	132	54.33	41.16%
August	132	53.16	40.27%
September	132	52.41	39.70%
October	132	47.16	35.73%
November	132	48.99	37.11%
December	132	46.66	35.35%
January 2016	132	36.91	27.96%
February	132	42.74	32.38%
March	132	43.58	33.02%
April	132	52.99	40.14%
May	140	51.88	36.84%
June	132	55.33	41.92%
July	132	48.83	36.99%
August	132	54.83	41.54%
September	132	47.41	35.92%
October	132	49.49	37.49%
November	132	42.00	31.82%
December	132	42.16	31.94%
January 2017	132	33.50	25.38%
February	132	37.00	28.03%
March	132	35.91	27.20%
April	132	43.50	32.95%
May	132	43.00	32.58%
June	132	43.00	32.58%

Although we expect a seasonal slump in the first few months of each year, so far all of our numbers are lower than they were a year ago, and our mid-year issues are around 20% lower than we might expect. I had hoped that with the demise of *Bimmer* magazine, advertisers would find us the obvious replacement, but that has not happened.

More pleasant topics, please: We deliberately targeted a young, enthusiastic audience for our May and June issues, putting the Dinan M2 on the May cover and using the June cover to display our raffle grand prize, the Alpina B6. The May issue, which includes stories on several other M models, is meant to attract the Bimmerfest crowd; the B6 coverage might induce a few of the people who pick up free issues at Bimmerfest to join the club in order to be eligible for the raffle. Hey, it could happen.

Mi Ae Lipe: As I said in the last meeting, we have received mail strongly supporting Mi Ae Lipe's "Driving In The Real World" column. I am a little surprised, because she talks about things that I would think our members know already—but she continues to receive grateful letters from people asking to reprint her column to distribute elsewhere. It's nice to see such a positive effect emanating from the BMW CCA.

It may be a generational thing. In the past, BMW attracted drivers who were already proficient, who wanted a car that would complement their skills. Now it seems that many drivers find themselves at the wheel of a BMW, but they don't really have a strong driving background. In any case, it's good to have someone like Mi Ae reminding us of the basic principles—and survival skills—involved with good driving.

Jackie Jouret: Following a recent visit to BMW Group Classic last month, I returned home and extracted all the "Then" columns written by Jackie Jouret so far. Her feature story on Mike Ura's M1 ran in the June issue, and now we have a piece on a one-off 319 waiting for publication. I have plans for her at Oktoberfest as well.

Overall, despite our bleak economic situation, I do remain confident that *Roundel* continues to fulfill our stated mission: to inform, entertain, and provide a sense of community for our members. I just wish we had more of those members—and that we could figure out how to keep them!





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May 2017
Report of the Creative Director

Since my last report in March we've welcomed a new marketing director, begun work on all of the materials for upcoming events, launched the 2017 raffle promotions, done significant work to develop the new App, and continued to refine *Roundel's* design.

Roundel

The magazine has adjusted to the new schedule fully, meaning that upload of press-ready files and mailing lists always takes place on the 11th of the month, regardless of the day of the week. This lets us have a more predictable schedule overall.

The May issue was aimed to largely support our outreach to younger enthusiasts, particularly those who enjoy events like Bimmerfest. We featured tuned vehicles in several stories and on the cover.

The June issue is designed to support the launch of the 2017 raffle, featuring the Alpina B6 on the cover, as that's the grand prize for this year's contest. We make explicit reference to that in several places in the issue

Events

We have created and are keeping the sponsorship materials up-to-date while preparing to begin production on the program guides. We've begun producing many of the materials that will be needed for Ofest, Legends, and Festorics, ranging from nametags to third party advertisements.

For the first time during my tenure, we were responsible for the development of the Festorics event logo. That design has been completed and is now being used on event materials and adapted for the event t-shirt.

App

We have worked closely with AVAI in developing the look, feel and graphic elements of the new app platform. We are on schedule for a June 1 launch. The new app will also provide added functionality we will be able to take advantage of during upcoming events.

Raffle

We worked directly with Alpina to develop the Raffle ad and promotional materials, balancing our need for eye-catching graphics and their desire for more "premium" and reserved design.

Four onserts supporting the raffle are scheduled for delivery with Roundel from June-September. They have a prominent teaser message on the front and the full raffle ad on the back.

Awards

Per Frank's request, we have submitted designs for awards to both HOW magazine and the International Automotive Media Society. I am hopeful that our work will be recognized by their judges.

Thank You!

W. Len Rayburn

BMW CCA Creative Director

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



From: Jack Joyner, National Driving Event Committee Chairman

Date: 5/11/2017

Subject: Quarterly Report – 2nd Quarter 2017

Travel: NOLA for Ofest 2017, Thursday July 13th – Sunday July 16th.

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Report Items

1. Michael Feldpusch from Rocky Mountain Chapter is very interested in taking over as Autocross Chair for the DEC. He has some very good ideas and would like to standardize our Autocross rules, classing, safety, course design and help maintain our Autocross Ops Manual. I would like to appoint him to that position.
2. NOLA Oktoberfest Instructor registration is up.
3. NOLA Oktoberfest Track Schedule is complete.
4. NOLA Oktoberfest DE forms are submitted, medical, helmet waiver, driver's license and tech form for students.

Board Action Needed

The following proposals need Board action:

1. I had sent the board a small revision on wording for the DE track inspections back in April. I need to know if there is any reason not to change this verbiage. Below is the contents of that email.
"The issue of a 'qualified individual' has been raised. My thought process to add verbiage stating that the tech "cannot be done at the Driving Event or by a BMW CCA Chapter Volunteer, Officer or Representative." We need to get the Board's approval or thoughts, and have a start date for this change for any upcoming DE's. Below is the current Ops Manual verbiage.

1.2.9.2 Tech Inspection.

The Driving School participant is solely responsible for the safe condition of the vehicle to be driven to, at and from this event. The vehicle must be inspected no earlier than four (4) weeks prior to the event. This inspection must be carried out by a **qualified individual** who is familiar with the make and model of the vehicle. The participant must sign this completed Pre-Event Technical Inspection Report at the time of inspection and present it at registration for the event.

I would propose this, with a start date of June 1st 2017.

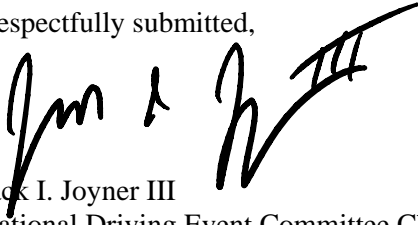
1.2.9.2 Tech Inspection.

The Driving School participant is solely responsible for the safe condition of the vehicle to be driven to, at and from this event. The vehicle must be inspected no earlier than four (4) weeks prior to the event, and should not arrive without this inspection already completed. The host Chapter will not perform any Pre-Event Technical Inspection at the event location or during the driving event. This inspection must be carried out by a **qualified individual** who is familiar with the make and model of

the vehicle. The inspection cannot be done by any BMW CCA Chapter officer, volunteer or representative of that driving event.

The participant must sign this completed Pre-Event Technical Inspection Report at the time of inspection and present it at registration for the event.”

Respectfully submitted,

A handwritten signature in black ink, appearing to read "Jack I. Joyner III". The signature is written in a cursive style with a prominent flourish at the end.

Jack I. Joyner III
National Driving Event Committee Chairman

