

**BMW Car Club of America
Board Meeting
La Quinta, California
August 29, 2015**

Saturday, August 29, 2015

1. Call to Order

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

2. Attendees

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

Absent: Dan Baker South Central RVP

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

Chairs: Jack Joyner, Driving Events

Guests: Delight Lucas, Central California Chapter, Kelly Kirkland, San Diego Chapter, Roger Scilley, Los Angeles Chapter, Dan Tackett, San Diego Chapter, Kurt Helm Los Angeles Chapter, Dan Wu Los Angeles Chapter, Ian Branston Sandlapper Chapter, Kyle van Hoften Los Angeles Chapter and Lisa Goehring San Diego Chapter.

3. Minutes

The minutes of the June Board meeting were approved by vote during the Board Conference Call on July 14, 2015. Reading of the minutes was waived.

Affirmation of votes on conference calls since last Board Meeting.

Motion: Darlene Doran made a motion to affirm the above conference call vote. Dwayne Mosley seconded the motion. Motion passes 8 in favor 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.

**BMW Car Club of America
Board Meeting
La Quinta, California
August 29, 2015**

- 4.4 *Treasurer*
Louis Goldsman had nothing to add to his pre-meeting report.
- 4.5 *Pacific RVP*
Nick Owen added to his pre-meeting report he had provided \$250.00 in discretionary funds to the San Diego Chapter for their Big SoCal Euro booth.
- 4.6 *South Central RVP*
Dan Baker absent
- 4.7 *North Central RVP*
Tim Beechuk had nothing to add to his pre-meeting report.
- 4.8 *South Atlantic RVP*
Dwayne Mosley had nothing to add to his pre-meeting report.
- 4.9 *North Atlantic RVP*
John Sullivan added to his pre-meeting report that the Green Mountain Chapter is now in compliance with their newsletter delinquency.
- 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 added to his pre-meeting report that Fred Bell has contacted him for some upcoming travel expenses.
- 4.13 *Club Racing Committee*
Gary Davis had nothing to add to his pre-meeting report.

5. Review Action Items

6. Discussion Topics

6.1 *National Events*

6.1.1 Oktoberfest 2015

Frank Patek reports that we are over budget on expenses by approximately \$12,000. Attendance is very below expectations. Bill Auberlen and Brian Redman will be our guest speakers at the closing banquet. Suggested to condense the two day Bridgestone autocross to into one day; Friday and move it to the track. This would be a wiser use of time and resources, however

**BMW Car Club of America
Board Meeting
La Quinta, California
August 29, 2015**

Club racing is not willing to give up their paddock space. Monday, August 31, 2015 is the last day before Oktoberfest registration fees final increase.. BMW Motorrad will be attending this event for 2015.

6.1.2 Oktoberfest 2016

Frank Patek reports that this event is going to be huge!!!! This event will be the last Oktoberfest with four days of driving schools as it's too much trouble on the staff, chapters and a very high risk. Currently we have 2 room blocks set up and would like to get an advanced head count from board members, and Foundation as to attendance so that we can resolve housing needs. Both of the motorcycle clubs have committed to the event in 2016. BMW Motorrad will be at the event as well.

6.1.3 Oktoberfest 2017

Frank Patek reports they haven't signed the track contract as of date; however they have asked for 3 track days - broken out as 1 day fun track i.e. carting and the Michelin drive and compare and 2 days of driving school, 2 days club racing and autocross at the track.

6.1.4 Oktoberfest 2018

Frank Patek reports that driving schools will be 2 days at the track.

6.1.5 Oktoberfest 2019

Frank Patek reports he's not sure where this event will be held at this time.

6.1.6 Chapter Congress/Leadership 2016

Steve Johnson reported this will be held April 29 - May 1, 2016 in Dallas, Texas.

7. Regional Events

7.1 *Updates*

7.1.1 The Vintage

Frank Patek reports during this event CCA procured 14 new memberships and sold \$2,437.00 in merchandise. Frank Patek reports this event will be held in Hot Springs, North Carolina during the weekend May 20-22, 2016. Scott Sturdy has a drive planned to Greenville, SC to tour Foundation and BMW Manufacturing on Friday, Saturday is the car show display and a possible drive on Sunday.

7.1.2 Bimmerfest West

Frank Patek reports during this event CCA procured 25 new memberships and sold \$1,834.00 in merchandise the next Bimmerfest West dates are not available at this time.

**BMW Car Club of America
Board Meeting
La Quinta, California
August 29, 2015**

7.1.3 MPACT

Frank Patek reports this event was hosted by the Pocono and Delaware Valley chapter members. During the event CCA procured 18 new memberships and sold \$1,797.00 in merchandise.

7.1.4 Pittsburgh Vintage Grand Prix

Frank Patek reports during this event CCA procured 43 new memberships and sold \$3,982.00 in merchandise.

7.1.5 Lime Rock Tudor Race

Frank Patek reports this event was hosted by the Connecticut Valley Chapter with 17 CCA memberships procured.

7.1.6 Bimmerfest East

Frank Patek reports this event was hosted by the National Capital Chapter. During the event CCA procured 64 new memberships and sold \$3,130.00 in merchandise.

7.1.7 Monterey Legends / Festorics Weekend

Frank Patek reports during this event CCA procured 38 new memberships via website and 35 memberships at the event. During the event merchandise sales were \$7,303.00.

8. National Programs and Services

8.1 *Updates*

8.1.1 IT

Frank Patek reports they have a meeting coming up with Delcor on Wednesday, September 9, 2015. Going to look at some RFID (Radio-frequency identification) options, i.e. a bracelet with a chip tied to your credit card which will tell us as you enter venue what you have registered for and paid for. Automated registration competitors to motorsportreg.com are clubregistration.com and constantcontact.com.

8.1.2 Club Racing – No additional discussion

8.1.3 Driving Events Committee

Jack Joyner reports an update on Motorsport Safety Foundation (MSF). This will be an accreditation system for Instructors and schools with the objective of making motorsports safer. The founder Ross Bentley would like BMW CCA to be a founding partner with the program. Bill Wade was asked to be the Ambassador for MSF on behalf of BMW CCA. Do the instructors of this program have any type of instructing school?

**BMW Car Club of America
Board Meeting
La Quinta, California
August 29, 2015**

Motion: Dwayne Mosley made a motion for BMW CCA to join and be part of the Motorsport Safety Foundation. John Sullivan seconded motion. Motion passes 8 -1 absent

Motion: Steve Johnson made a motion to appoint Jack Joyner as the BMW CCA Ambassador to the Motorsport Safety Foundation. Dwayne Mosley seconded motion. Motion passes 8 -1 absent

8.1.4 Charity Matching Funds - nothing at this time.

8.1.5 Raffle

Frank Patek reports that the Dinan M4 is a special car and continues to spark great interest amongst club members and non-members alike. Ticket sales have been consistently stayed on pace to match or exceed 2013. To date we have sold 31,856 raffle tickets, which is close to 7 cars. What can CCA do next year for the raffle car? B6 Alpina was mentioned. The additional promotion which Chris Hennecey has created for the raffle vehicle Dinan M4 has been outstanding.

8.1.6 SIG's

Eddy Funahashi reports nothing new at this time.
Delight Lucas wants to know how you get to be a SIG.

8.1.7 Roundel

Satch Carlson reports that advertising numbers are up. Advertisers are back and feel we have a great demographic. He continues to be optimistic and grateful for the efforts of Michael Slaff. We have commissioned a story centering on P21S that will have a sidebar on zymöl products.

8.1.8 National Office

8.1.8.1 Regional Newsletters

Frank Patek reports that he is trying to find someone who will sell advertising for us. Dan Wu asked when CCA will look to send out the trial regional newsletter. What would be a name for each regional newsletter? If the sample launch is widely received each chapter will be contacted for content which will include each chapter's calendar and content of their choice and we will need to change the Ops Manual requirements. If chapters want to still do their own newsletter, they can do so. What we are looking for is a single piece that speaks for the region and gets into the hands of dealers. We are not trying to eliminate chapters' newsletter but rather lift a burden from the chapters. We are looking at 32 plus 4 pages.

**BMW Car Club of America
Board Meeting
La Quinta, California
August 29, 2015**

8.1.8.2 Future location of BMW CCA
Tim Beechuk reports that he and Bob Habel architect met regarding the future site plans for the BMW CCA Foundation property. The entrance would be moved from Manatee Court to entering directly off Highway 101. This would give visitors easy access from the BMW Plant and Performance Center to BMW CCA and BMW CCA Foundation. There are two (2) standalone buildings which BMW CCA could purchase if they wanted a standalone facility or does BMW CCA want to have connecting offices to the Foundation on the same site. As long as there is sufficient signage it wouldn't make a difference if the facility is in the front or back. BMW CCA would need a minimum of 6,000 sq. ft. and 10,000 would be ideal. If facilities are shared then we would have one (1) each of the following: mailroom, kitchen, copy room and large conference room. Decisions need to be made as soon as possible. Next steps would be to make a decision on the space needed, time frame and cost.

8.1.9 Member Committees

8.1.9.1 Recognition Program Committee
Delight Lucas reports that four (4) of the committee members will be attending Oktoberfest this year. Delight Lucas will not be attending. The committee has prepared display boards with the winner's names and a brief description of the award. As of this date there have been no nominations received. The committee would like to see more promotion of the program by RVP's and local chapters. The committee has written a brief press release to promote the program. Dee Sutton as committee chair will need to assign a committee member to come up with the content for the press release.

8.1.9.2 Technology Committee – nothing at this time.

8.1.9.3 Leadership Committee
Delight Lucas reports that the committee has been addressing the recruitment and retention problem. The committee would like to send out a questionnaire pertaining to the recruitment and retention problem. What 2 tools/methods have worked for your retention and what 2 tools/methods have not worked. An idea would be a direct mail piece for new members as to membership benefits and an explanation of events. The *Roundel* readership survey will be going out soon and we would have room to place a few of the questionnaire questions. Give out some type of incentive for completing the survey.

**BMW Car Club of America
Board Meeting
La Quinta, California
August 29, 2015**

8.1.10 Election Status

Frank Patek reports that requests for nominations will be going out in the October issue of Roundel. Positions up for election are Treasurer, North Atlantic RVP and Pacific RVP. Nominations need to be in the CCA office by end of business 5:00 PM EST on October 30, 2015.

9. Policy and Administration

9.1 Ombudsman – nothing at this time.

9.2 Benefits Update

Frank Patek reports that he had a conference call with BMW Bank regarding a credit card program. Due to the schedules of both entities nothing will progress until fall.

9.3 BMW Clubs International Meeting - October 2015 in Australia

9.4 Operations Manual

Frank Patek reports the letter President Steve Johnson has written regarding negative publicity linking BMW CCA and will be incorporated into the Ops Manual.

Motion: Louis Goldsman made a motion to approve the letter referenced in 9.4 above. Dwayne Mosley seconded motion. Motion passes 8 -1 absent

10. Foundation

10.1 Capital Campaign

Louis Goldsman reports the campaign is struggling. Contributions are weak at best, contributions dribble in slowly. The Foundation needs help with fundraising. A possibility would be if BMW NA could donate a special edition of the M6.

One success item so far in 2015 is the sale of the Special 30th “Jahre” Anniversary Edition 2015 M5 at the Barrett Jackson auction for \$700,000.00. Barrett Jackson has come to BMW CCA and asked for our help with corral parking and hospitality area. A possible drive or rally with the final destination being the auction location. Frank Patek has asked them to join us in Monterey for Legends during Pebble Beach Speedweek and having an auction there. We have the footprint and they don’t and this would also help with funds. This would also be a large advertising bonus. This is a bucket list item for many individuals and would possibly increase attendance.

It is amazing how many CCA members have no idea about the Foundation.

**BMW Car Club of America
Board Meeting
La Quinta, California
August 29, 2015**

10.2 Service Agreement – nothing at this time

11. Financial

11.1 2015 Status

Louis Goldsman reports we are in our prime event season. A “budget v revenue comparison wouldn’t be meaningful as we have paid many of the expense items and related revenue has not been received or recorded.

11.2 Wisconsin Event Tax Issue

Louis Goldsman reports that the Badger Bimmers has raised a possible sales tax issue. Road America is the local track used and should have been charging sales tax for the use of the track. Road America has been hit with a large sales tax claim and Wisconsin tax authorities wanted to know who they rented the track to. The tax department is going back seven (7) years. There will be a meeting with our tax attorneys next week.

11.3 2016 Budget Input

Louis Goldsman reported that committee chairs need to give their budgetary input when requested otherwise he will input and most won’t like the results. We all have to work together to put the budget together.

12. Chapter Issues

12.1 RVP Conference Calls

John Sullivan – something in fall
Dwayne Mosley – did one in July will try to do one quarterly
Tim Beechuk - Late September
Nick Owen – September 14

12.2 RVP Chapter Visitation for remainder 2015

John Sullivan – NY car show Sept 13, Green Mountain regional event
Dwayne Mosley – Petit Le Mans at Road Atlanta, Peachtree Chapter event, going to have a hospitality event at Oktoberfest for his chapters, Ride to the Ranch hosted by 4 chapters in Florida
Tim Beechuk – nothing planned
Nick Owen – nothing planned

12.3 Chapter Probation Report

Sin City and North Star are on probation for newsletter delinquency.

12.4 Dealer Engagement Program—How is this program working for each region?

John Sullivan – waiting to contact chapter until after Labor Day
Dwayne Mosley – has not intentionally talked to his chapters regarding this - will do a conference call with chapters

**BMW Car Club of America
Board Meeting
La Quinta, California
August 29, 2015**

Tim Beechuk - some chapters are having success and others have not presented the program

Nick Owen – trying to bridge gap between dealer management and chapters

13. Membership

13.1 Membership Drive – nothing to report at this time.

13.2 Marketing

Frank Patek reports that Chris Hennecy has procured 65 sponsors and representatives for Oktoberfest. Our new partnership with Shell is one of the more exciting things as we believe this will be a long-term relationship. Bill Auberlen and Brian Redman will be at Oktoberfest. They will be our guest speaker for the banquet and available at the track and doing charity rides. Mike Renner will be at the event as well. Bridgestone has one more event for their HPDE Tour before Oktoberfest. The BMW CCA wrist watch will be available just before the holidays. Website traffic continues to increase.

14. BMW NA

14.1 Meeting with NA marketing

Frank Patek reports they met with the new M brand person Thomas Shamara, he *seems* interested in the BMW CCA as an avenue for the company.

15. New Business

15.1 History of BMW

Satch Carlson reports that Rob Mitchell is willing to be the chairperson to collect CCA history for the 50th Anniversary Oktoberfest. Rob Mitchell has a few questions as to the layout and what would be of interest. Satch Carlson has volunteered to edit all materials. Bailey Taylor would be a great person to start with.

16. Future Meetings

16.1 Board Retreat
November 12-14, 2015

16.2 Conference Calls – October 28, 2015 7 EST

17. Adjourn 4:02 PST

Motion: Darlene Doran made a motion to adjourn. John Sullivan seconded motion. Motion passes 8 -1 absent

BMW CCA
Board of Directors Meeting
August 29, 2015
La Quinta Resort
La Quinta, CA

BMW Car Club
of America



BMW Car Club of America
Board Meeting
La Quinta, California
August 29, 2016

Agenda

Saturday August 29, 2016

08:00 Call to Order

Introduction: Members, Guests.

Minutes: The minutes of the June Board meeting were approved by vote of the Board in July. Reading of the minutes will be waived.

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

08:05 Reports

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

08:30 Reports & Presentations Continue Until Completed

Discussion of Listed Topics

09:45 Break

10:00 Resume Discussion of Listed Topics

New Business

Noon Lunch

1:00 Continue Discussion & New Business

Executive Session

5:00 Adjourn

BMW Car Club of America
Board Meeting
La Quinta, California
August 29, 2016

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
- Bimmerfest East
- 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
La Quinta, California
August 29, 2016

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
Wisconsin Event Tax issue
2016 Budget Input needed from Committee Chairs

8. Chapter Issues

RVP Conference call schedule for remainder of 2015
RVP Chapter Visitation schedule for remainder of 2015
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 Retreat –
November 13, 2016 Location TBA
Conference Calls (proposed dates)

**BMW Car Club
of America**



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

August 5, 2015

To: BMW CCA Board of Directors
BMW CCA Executive Director

Subject: President's Pre-meeting Report

Planned Travel:

August 11-16, Monterey week

October 11-25 Intl Consul meeting, Melbourne.

Past Travel:

June 8-12, NAC, Las Vegas, \$1,140.00

June 25-29, Ashville Board Meeting, \$100.00

July 16-20, Pittsburgh Vintage, \$100.00

July 31-Aug 2, Foundation Retreat

Discussion:

Regional Newsletter progress

Ocktoberfest 16 issues

Respectfully Submitted,

Steve Johnson
President, BMW CCA

Dear Fellow BMW CCA Officers,

The BMW Board has recently taken action to strengthen our policy of inclusiveness—not just because we felt that this was something we needed to do, but because our members have told us it needed to happen. As President, I have received both written and verbal communication from our members pointing out that we do not always reflect the inclusiveness we espouse—and that sadly, in some cases, the attitudes, actions, and comments by some members have caused others to leave the Club—or kept others from joining.

It is important to remember that who we are is not just reflected on our faces, but by the words we speak and the words we share—not just between friends, but also with the world. Once upon a time, we, as officers, needed only to be concerned that *Roundel* and our chapter newsletters provided a welcoming portal to members and potential members alike. Today, social media crashes into and washes over us at every turn. What we share there creates perceptions—intentionally or otherwise—about who we are as a Club.

As officers of the BMW CCA, we occupy certain roles in regard to the Club. We must be aware that whatever we say, publicly or privately, reflects on us all if it is even remotely connected to our Club personas. I have received calls and letters from members who have seen posts on social media that have been less than welcoming at best; at worst, they have displayed the lesser elements of our human nature. To date, most of these instances have been addressed one-on-one, but they persist—and they have increased to the point that, as I said above, some members are leaving the Club and discouraging others from joining. In one instance it required the quick action and combined legal and diplomatic skill of the Executive Director to prevent another association from launching a negative publicity campaign against BMW CCA.

Enough is enough. We are all entitled to our personal opinions and viewpoints. But we are not entitled to combine those opinions and viewpoints with our roles as officers of the BMW Car Club of America. Therefore the National Board requests that all officers and members adhere to the Club's Member Code of Conduct and Non-Discrimination policy when acting formally in their capacity as officers. Informal disclosure of your role as a member and/or officer of this Club—even in online forums and social media—also requires your adherence to these policies.

This request is not meant to be punitive or restrictive of anyone's free speech. It is simply a reminder that we provide a non-political, non-threatening, and always welcoming home to BMW enthusiasts everywhere—and we will no longer tolerate those who belittle others. If you have questions, thoughts, or concerns, please feel free to voice them to me, to another member of the Board, or to the Executive Director. We are here to work with and to serve our members—all of them.

Thank you.

Steve Johnson, President

BMW Car Club of America



Pre-meeting report
EOM June 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:

June 26-29 Asheville, NC. Meeting, Board
July 25-26 Palm Springs, Ca. Meeting, with Foundation members.
July 27th Monterey, Ca. Meeting, Legends/Ofest site review
August 12-16th Monterey Ca. Event, Legends/Festorics

Future Travel:

August 28-30 Palm Springs, Ca. Meeting, Board/Ofest 2016 planning
Oct date TBD Meeting >Ofest planning for 2016
October Research >SIG E30 at VIR
November 13th Retreat > location TBD

Overall it was a busy quarter due to the Legends of the Autobahn and Festorics and events at the Laguna Seca Raceways track. I've also been busy coming up to speed with Ofest 16. This aside from our quickly approaching N.J edition in which I will not be able to participate.

There have not been any concerns with our non-geographic chapters but much of this is probably due to the continual support offered to them from the office staff.

Travel recap:

June 26-29th Asheville, NC meeting > Board

We were all together for that weekend meeting so I won't go into detail however most of us were able to attend the Foundation's Concours event and were able to visit the Foundation offices. We also explored optional considerations for our office's physical needs.

July 25-26 meeting > Foundation members in Palm Springs, Ca.

This was a planning meeting that focused on our business relationships and functionalities.

July 27th Monterey meeting > Legends final stage planning for 2015 and site review for Ofest 2016.

Although we had Ofest there in 2013 there will be a few changes to the program. We looked at different sites; for one of our main banquet as well as sites for our Ofest Concours. Legends of the Autobahn and Festorics will still take place on the Friday - Sunday prior to Ofest and will act as a stand- alone events. Our Ofest festivities will begin on Tuesday and will still incorporate a Concours. We toured different venues for the Concours and have narrowed down the choices to 2 with both being in Carmel Village.

Again, although we had this event in Monterey just 2 years ago, there remains a lot of work and details that must be addressed due to the uniqueness for 2016. We'll update at the meeting.

August 12-16 Event > Legends/Festorics:

Fact; it has become apparent that this has become an international destination much like the other signature "Monterey Car weekend" events and considered as such by the factory exemplified by using our event for concept car introductions. The event continues to grow in both popularity and size. Overall we had another successful production of one of our BMW CCA flagship events. Mercedes and Audi happily continue their participation.

We learn more each year with this event and the learning curve is steep. At a club level, this event is challenging and unprecedented when considering its size and where it's going. It overwhelms our manpower so adjustments are constant due to the sheer numbers of people that it takes to facilitate an event of this proportion. We're highly successful but as with any success, we suffer growing pains that are being dealt with.

Future Travel:

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

Regarding Ofest specifically 2019:

Ofest 2019 a potential site, format, etc. These questions are coming to the front burner;

-Where? Considering that it's our anniversary/considering the strength of the volunteer base for the location.

-Format? With HPDE or social?

Our club is coming up on our **50 year anniversary in 2019!** A venue or geographical location is a concern. I agree with Frank that we should honor this anniversary with a long weekend celebration at a related CCA site or incorporating our anniversary into Ofest itself and holding Ofest at a related site for 2019.

Thank you

Eddy



August 19, 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 Meeting, June 28, 2015--Asheville, North Carolina – \$433.32
PVGP, July 18-19, 2015--Pittsburgh, Pennsylvania – 475.33
Office Staff Meeting, July 22, 2015 – \$571.68

Planned Travel: Board Meeting, August 29, 2015, La Quinta, California
Oktoberfest, September 21, 2015, Galloway, New Jersey

Preliminary Income Statement — January 1 through July 31, 2015

Ordinary Income/Expense	
Total Income	\$2,852,862.81
Total Cost of Goods Sold	745,980.32
Gross Profit	<u>\$2,106,882.49</u>
Total Expense	<u>2,164,929.17</u>
Net Ordinary Income	(\$58,046.68)
Net Other Income	<u>24,570.48</u>
Net Income	<u><u>(\$33,476.20)</u></u>

Preliminary Balance Sheet – as at July 31, 2015

Assets	
Total Current Assets	\$2,443,742.56
Total Fixed Assets	187,463.32
Total Other Assets	2,588,319.78
Total Assets	<u><u>\$5,219,525.66</u></u>
Liabilities & Equity	
Total Liabilities	4,096,485.08
Total Equity	<u>1,123,040.58</u>
Total Liabilities & Equity	<u><u>\$5,219,525.66</u></u>

(Continued on page two)

The preliminary amounts reported above were as of July 31, 2015 and do not include all month-end adjustment or accrual entries—the amounts will change! The detail support by individual account is provided in the enclosed spreadsheet.

In addition, there is timing differences in the receipt and recognition of revenues and expenses related to those revenues during the reporting period. Inasmuch as major activities occur during July and upcoming periods, such as the raffle, Legends of the Autobahn, Festorics and Oktoberfest reflect these timing differences these results are not indicative of the final net income from these events. The timing differences will be eliminated when all revenues and expenses are recorded for these events and activities.

Similarly, an accurate comparison to budget for these major activities is not possible until the timing differences are no longer present. The budget reflects the net result from these activities and does not include the temporary impact of the timing differences.

Respectfully submitted,
Louis Goldsman

A handwritten signature in black ink, appearing to read "Louis Goldsman", with a long horizontal flourish extending to the right.

BMW Car Club of America, Inc.
Profit & Loss by Class
January through July 2015

	<u>TOTAL</u>
Ordinary Income/Expense	
Total Income	2,852,862.81
Total Cost of Goods Sold	745,980.32
Gross Profit	2,106,882.49
Total Expense	2,164,929.17
Net Ordinary Income	-58,046.68
Net Other Income	24,570.48
Net Income	<u><u>-33,476.20</u></u>

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

	<u>July 31, 2015</u>
ASSETS	
Total Current Assets	2,443,742.56
Total Fixed Assets	187,463.32
Total Other Assets	2,588,319.78
TOTAL ASSETS	<u>5,219,525.66</u>
LIABILITIES & EQUITY	
Liabilities	
Total Current Liabilities	4,096,485.08
Total Liabilities	4,096,485.08
Equity	
3001 - Opening Bal Equity	1,164,528.76
3900 - Retained Earnings	-8,011.98
Net Income	-33,476.20
Total Equity	<u>1,123,040.58</u>
TOTAL LIABILITIES & EQUITY	<u>5,219,525.66</u>

Official BMW Club



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

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

Date: August 16, 2015

Subject: Secretary Pre-Meeting Report

Travel & Expenses:

- Executive Board/Foundation relocation meeting, Palm Springs, CA
July 24-26, 2015 - \$436.20

Planned Travel:

- August Board Meeting, Palm Springs, CA
August 28-30, 2015 - \$366.20
- Oktoberfest, NJ
September 21-26, 2015 - \$292.20

Drafts & Finalize Board Minutes:

June 28, 2015 - Asheville, NC

Drafts & Finalize Conference Call Minutes:

July 14, 2015 Monthly Call

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: August 2015

Subject: NA RVP Pre-Meeting Report for August 2015 BOD Meeting

Travel & Expenses:

- BOD Meeting Asheville, NC June 26-29, 2015 Travel Expenses \$158.13
- Vintage at Saratoga, NY Patroon Chapter Regional Event July 10-12, 2015 Travel & Lodging \$742.95
- PVGP Pittsburgh, PA Allegheny Chapter Regional Event July 17-19, 2015 Air Fare \$328.70
- PVGP Pittsburgh, PA Allegheny Chapter Regional Event July 17-19, 2015 Travel & Lodging \$483.84
- BMW CCA Day @ LRP Lakeville CT July 23-25, 2015 Travel Expenses \$346.99
- BOD Meeting Palm Springs, CA August 28 – 30, 2015 Air Fare \$768.20

Planned Travel:

- BOD Meeting Palm Springs, CA June 28, 2015
- OktoberFAST Vergennes, VT Green Mtn. Chapter Regional Event October 9-10, 2015

RVP Discretionary Funds:

- None Disbursed

Newsletter Delinquencies:

- Green Mtn. Chapter is over 155 days late with a Newsletter.

Relevant Notes:

- BMW CCA Day at LRP in CT July 24-25. Sponsorship was provided by BMW NA (\$3K) & New Country BMW Hartford, CT (\$2K). The BMW Membership Tent sold 16 renewals and new memberships during the two days staffed by volunteers. There were 150 tickets sold by LRP.
- OktoberFAST Green Mtn. Chapter Regional Event October 9-10, 2015. 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 3rd quarter Pre-meeting Report

Travel:

Completed Travel:

BMW CCA Foundation - Classics at the Biltmore -- 6/26-27
Board meeting Asheville, NC -- 6/28
Pittsburgh Vintage Grand Prix-- 7/17 - 19
German Fest Dayton, OH - 8/14 - 16

Planned Travel:

BMW CCA Board meeting – Palm Springs, CA – 8/28 - 30
BMW CCA Oktoberfest NJ – 9/20 - 25
BMW CCA Foundation Open house - Greer, SC – 10/16
BMW CCA TRSS – Savannah, GA – 10/17 – 18
BMW CCA Foundation Board Meeting Hilton Head Island, SC 10/31
Hilton Head Concours HHI, SC 11/1
BMW CCA Board Retreat 11/13 - 14

Newsletter Delinquencies:

North Star Chapter

Other:

Met with Bob Habel, architect and Lance White BMW CCA Foundation President regarding developing a number of options for the BMW CCA Foundation site plan and the possible addition of the BMW CCA offices at that location. I'll present these at the August board meeting.

Regional Events:

Regional Chapter Presidents' conference calls:
June 18th – Discussions on member support and participation.

Respectfully,
Tim Beechuk

Official BMW Club



August 22nd, 2015

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

Subject: RVP Pre-Meeting Report

Planned Travel:

BMW CCA Board Meeting Palm Springs, CA August 28-30th 2015

SoCal Euro San Diego, CA September 6th 2015

Coronado Speedfest Coronado, CA September 18-20th 2015

Road America for Petit LeMans Atlanta, GA October 1-3 2015

Past Travel:

BMW CCA Board Meeting Asheville, NC June 27-29th 2015

Discussion Topics:

Sin City Chapter Newsletter Delinquency

Lady Driven America Proposal

Respectfully Submitted,

Nick Owen
Pacific Region Vice-President

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



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

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

Date: August 25, 2015

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

Past Travel:

- BOD Meeting & Foundation Car Show, Asheville, NC, June 27 – 28 \$644.95
- Sunbelt Chapter Dinner, Oklahoma City, OK, June 17 \$115.22

Planned Travel:

- BMW CCA Oktoberfest, New Jersey, Sept 20 – 25
- BMW CCA Board Retreat, Nov 13 - 14

Discretionary Funds:

- None to report at this time.

Chapter Issues:

- None that I am aware of.

Respectfully submitted,

Dan Baker



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: August 18, 2015

Subject: South Atlantic RVP Pre-Meeting Report for August 29, 2015 BOD meeting.

Travel & Expenses:

Completed Travel: Asheville, NC BOD meeting – 6/28 - \$0
BMW CCA Foundation - Classics @ Biltmore 6/26-27 - \$0
Pittsburgh Vintage Grand Prix - July 17 - 20 - \$0
Peachtree Chapter Meet & Greet - 7/25 - Athens, GA - \$0
Met with NCC members @ Foundation - 8/14 - \$0

Planned Travel:

BMW CCA BOD Meeting – Palm Springs, CA - August 28 - 30
BMW CCA Raffle Ticket Pull – Augusta, GA - Sept 16
BMW CCA Oktoberfest in NJ – Sept 21 - 26
Petit Le Mans - Road Atlanta - Peachtree Chapter - October 2 – 3
Ride to the Ranch - Lady Lake, Florida w/ Florida Chapters – October 9-11
Euro Auto Festival – Sandlapper Chapter - Greenville, SC - October 17
HHIC – Hutchinson Island – Savannah, GA – October 23 - 25

RVP Discretionary Funds: \$0

Newsletter Delinquencies:

None I'm aware of.

Relevant Notes

- South Atlantic Region Chapters – Quarterly Conference Call – 7/29
- Several discussions regarding Ombudsman issues
- Continued discussions with David Levin of First Coast Chapter for discovery of why members that are geographically located near Jacksonville are currently assigned to chapters other than First Coast.

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: August 29, 2015 Board Meeting – LaQuinta, CA

DATABASE/WEBSITE/OPERATIONS

Implementation of Microsoft 360 has occurred. An agreement has been signed with DelCor Consultants to aid the staff in determining our next steps toward as we look to either upgrade our current database or secure a new system.

See report from Director of IT for more detail.

ROUNDEL

Ipsos will begin the *Roundel* readership survey this fall in time for completion by the end of the calendar year. Michael Slaff has received an inquiry re: accepting magazine subscription offers (onserts) from Car & Driver, Esquire, Popular Mechanics and/or Road & Track. Would appear in the poly bag.

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 Henney, 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

The Dinan M4 is a special car and continues to spark great interest amongst club members and no-members alike. Throughout the course of the raffle ticket sales have consistently stayed on pace to either match or exceed our record sales year of 2013.

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

As of August 24, 2015 ticket sales stood at 29,741.

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

Will be held in Monterey, Ca in association with BMW's Centennial Anniversary. O'fest will begin on the Tuesday Legends of the Autobahn and Festorics. BMW will be the featured marque at the Rolex Monterey Reunion. The first planning meeting with Pacific Region Chapters was held in May. There will be a meeting on Sunday August 30th with some key volunteers to further discuss options, roles and duties.

OKTOBERFEST 2017

Booked.

OKTOBERFEST 2018

Approved and Booked

LEADERSHIP 2016

The 2016 Conference will focus on the DEC and be held the last weekend of April at the DFW Westin.

RETREAT MEETING

To be held November 13-15, 2015. Location TBA.

REGIONAL EVENTS

The National Office attended and participated in the following regional events in 2015.

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 11th MPACT – managed by Pocono and NJ chapter members.

18 memberships

\$1797.00 Merchandise

July 20–21: Pittsburgh Vintage Grand Prix: Attended by Steve Johnson, Louis Goldsman, John Sullivan, Tim Beechuk, Chris Hennecy, Lindsey Branston, Satch Carlson – Guest Speaker and myself

43 memberships

3982.00 Merchandise (2014 \$3562.00)

July 24-25 Lime Rock Tudor Race – managed by John Sullivan and CT Valley Chapter

17 Memberships

August 15th Bimmerfest East managed by Paul Seto National Capital Chapter and Bob Isbitski from NJ Chapter

64 Memberships

\$3130.00 Merchandise

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

38 Memberships via website

35 memberships at event

\$7303.00 Merchandise (2014 \$4942.00)

October 17: EURO Auto Festival at Embassy Suites, Greenville TBD

AFFINITY/MEMBER BENEFIT PROGRAMS

Discussions have been opened with BMW Bank for a credit card program. Due to their schedule and ours it is unlikely that much progress will be made until late fall of this year.

HPDE INSURANCE 2015

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

HPDE Insurance

Attached you'll find an updated spreadsheet showing participation in our insurance program and revenue to BMW CCA. We're on pace to grow the program (and revenue to BMW CCA) by 25-30% this year! We attribute this to 3 things:

- 1. It seems that participation in events is up.*
- 2. We've made several enhancements to our website, including making the website mobile-friendly.*
- 3. The Digital Media Kit Chris distributed 1 or 2 months ago provides Chapters with better tools to promote the program (which also helps registration at their events), and we're slowly starting to see more traffic because of this.*

We are planning to launch a new website by March of 2016. Our primary two areas of focus are to have a clean/modern look and a website that is more user-friendly for our customers.

If you have any questions or if you would like any additional detail, please let me know.

Thanks,
Ryan Staub

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

2014		
Month	# of single event policies sold	Revenue to BMW CCA
Jan-14	1	3.26
Feb-14	6	29.36
Mar-14	103	438.1
Apr-14	77	273.88
May-14	117	521.38
Jun-14	106	425.64
Jul-14	38	166.04
Aug-14	51	206.96
Sep-14	121	499.82
Oct-14	95	362.04
Nov-14	62	272.28
Dec-14		
Annual / multi-event policies	123	3,496.50
<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	132	541.28
Jul-15	64	306.3
Aug-15	67	265.66
Sep-15		
Oct-15		
Nov-15		
Dec-15		
Annual / multi-event policies	85	2,793.08
<i>Total</i>	690	5,485.40

**Member Source as of
08-19-2015**

Source	Total	Current	Lapsed	2011	2012	2013	2014	2015
Dealership	642	234	408	91	84	281	120	66
eBay	1	0	1	0	0	1	0	0
Email	88	54	34	4	43	5	14	22
FAX	4	4	0	0	0	1	0	3
Gift	1,204	629	575	5	302	385	363	149
Mail	436	380	56	25	24	39	27	321
Phone	356	235	121	6	47	103	98	102
Renewal	5	4	1	0	1	0	0	4
Street Survival	4,387	1,387	3,000	244	978	1,255	1,419	491
Walkin	146	80	66	0	5	64	42	35
Web-Bimmer Magazine	1,433	851	582	263	377	346	275	172
Web-BMW CCA Website	4,706	2,763	1,943	917	1,214	978	936	661
Web-BMW Center	2,481	1,638	843	0	527	768	753	433
Web-BMW Performance Center	707	512	195	0	0	252	261	194
Web-BMWBlog.com	146	114	32	0	3	44	44	55
Web-BMWCAR Mag UK by Unity Media	39	22	17	0	20	16	2	1
Web-Car and Driver Magazine	364	223	141	88	81	70	80	45
Web-Classic MotorSports	36	26	10	0	3	8	15	10
Web-CPO Sample Roundel	171	115	56	0	55	28	76	12
Web-Facebook	285	211	74	0	2	61	105	117
Web-GrassRoots Magazine	153	107	46	0	37	42	34	40
Web-Independent Shop/Dealer	827	524	303	0	165	280	231	151
Web-Link from Another Website	1,208	744	464	0	425	300	273	210
Web-National Aftersales Conference	4	2	2	0	0	1	2	1
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	3,511	2,478	1,033	1	97	1,301	1,233	879
Web-Search Engine	1,412	896	516	0	341	361	399	311
Web-Sports Car Market Magazine	86	49	37	24	24	15	14	9
Web-Television Ad	9	5	4	0	2	4	3	0
Web-Word of Mouth	12,762	7,143	5,619	2,409	4,040	2,449	2,227	1637
Totals	37,623	21,437	16,186	4,077	8,898	9,468	9,048	6132

Membership Renewal Promotions 2015

Since the start of the year 621 members have opted for a 3 or 5 year membership in exchange for a promotional BMW CCA grille badge.

1st Quarter Lapsed Membership Offer pulled back 321 members.

2nd Quarter Lapsed Membership Offer pulled back 194 members.

Source	Member Count
Bimmer Magazine	870
BMW CCA Website	2790
BMW Center	1657
BMW Performance Center	516
BMWBlog.com	115
BMWCAR Mag UK by Unity Media	22
Car and Driver Magazine	224
Classic MotorSports	27
CPO Sample Roundel	116
Facebook	210
GrassRoots Magazine	107
Independent Shop/Dealer	526
Link from Another Website	749
National Aftersales Conference	2
Performance BMW Mag UK Unity	3
Radio Ad	4
Referred by BMW CCA Member	2516
Search Engine	899
Sports Car Market Magazine	49
Television Ad	5
Word of Mouth	7187

REGIONAL NEWSLETTERS

We are moving forward on the sample issue of our first regional newsletter. Dan Wu has agreed to edit and handle layout. Kyle van Hoften is writing the feature story and providing photographs.

WI SALES TAX

We have been contacted by Badger Bimmers regarding a possible sales tax issue on their events. This is an issue the WI DOR is bringing up with various organizations. We need to determine a national response.

The State of Wisconsin exempts non-profit organizations that meet the following requirements from paying sales tax on admissions to its events:

1. The organization does not hold and is not required to hold a seller's permit
2. The nonprofit organization does not have taxable receipts exceeding \$25,000 during the calendar year, or, the nonprofit organization sales of otherwise taxable tangible personal property or services or its admission to events occur on 20 days or less during the calendar year. (For any sales of admissions or tickets, only the actual days of the events are counted, not the days of ticket or admission sales)
3. The nonprofit organization or governmental unit does not conduct an event involving entertainment for which the nonprofit organization or governmental unit or other persons pay in excess of \$500 for the entertainment and admission that is charged.



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

August 24, 2015

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

Chapters

Ian Martin inquired about starting a chapter in Delaware.
Suggest to contact the chapter and sent excerpt from Operations Manual.

Chapter probation

Chapter rebates withheld from Sin City, North Star and Green Mountain.

Newsletter Status

See next page.

SIGs

Responded to their renewal and should remain listed in *Roundel* and website.
1600/2002 Cab, BMW Compact Club, BMW Vintage & Classic Car Club of America,
Can-Am Alpina Club, Club Racing, CS Register, E30 M3 Register, M1 Register, Z
Series Car Club of America (ZSCCA), Z8 Club E.V.

No response.

BMW Vintage Club of America, Inc.

<http://bmwvintage.org/> link dead. No email response from Tom Graham. US Mail returned.

First Fives - The BMW E12 Registry

No response from Peter Florance, lapsed membership.

Steven Schlossman

North Atlantic	Last Issue	Days
Allegheny	6/19/2015	68
Boston	7/19/2015	38
CT Valley	7/31/2015	26
Delaware Valley	8/3/2015	23
Genesee	6/16/2015	71
Green Mountain	3/16/2015	163
Mountain State	6/8/2015	79
New Jersey	6/3/2015	84
New York	8/17/2015	9
Nittany Bimmers	8/12/2015	14
Patroon	7/29/2015	28
Pinetree	8/19/2015	7
Pocono Mountain	7/8/2015	49
White Mountain	7/24/2015	33
today	8/26/2015	

North Central	Last Issue	Days
Badger		
Bimmers	7/24/2015	33
Bluegrass	6/1/2015	86
Buckeye	5/31/2015	87
Hoosier	8/14/2015	12
Illini	5/27/2015	91
Iowa	7/1/2015	56
Michiana	4/23/2015	125
Motor City	8/4/2015	22
North Star	12/10/2014	259
Northern Ohio	7/31/2015	26
Old Hickory	6/25/2015	62
River City	6/3/2015	84
St. Louis	6/4/2015	83
Windy City	8/3/2015	23
today	8/26/2015	

Pacific	Last Issue	Days
Central CA	8/24/2015	2
Golden Gate	7/20/2015	37
Hawaii	4/30/2015	118
Inland Empire	4/30/2015	118
Los Angeles	4/18/2015	130
Oregon	8/6/2015	20
Puget Sound	6/26/2015	61
Rattlesnake	-	-
Roadrunner	6/21/2015	66
Sacramento	5/6/2015	112
San Diego	7/20/2015	37
Sierra	8/3/2015	23
Sin City	12/8/2014	261
Sonora	6/14/2015	73
today	8/26/2015	

South Atlantic	Last Issue	Days
Bayou	7/29/2015	28
Blue Ridge	5/6/2015	112
Choo-Choo	6/2/2015	85
Everglades	6/16/2015	71
First Coast	8/6/2015	19
Gulf Coast	5/20/2015	98
Heart of Dixie	6/30/2015	57
National Capital	6/29/2015	58
Peachtree	6/25/2015	62
Puerto Rico	5/16/2015	101
Sandlapper	6/30/2015	57
Smoky Mountain	6/24/2015	63
Suncoast	5/14/2015	104
Sunshine	7/26/2015	30
Tarheel	8/3/2015	23
Tidewater	4/29/2015	119
today	8/26/2015	

South Central	Last Issue	Days
Houston	6/18/2015	69
Kansas City	6/17/2015	70
Lone Star	7/8/2015	49
Great Plains	7/7/2015	50
New Mexico	5/5/2015	113
Rocky Mountain	6/18/2015	69
Sunbelt	4/20/2015	128
Tejas	7/6/2015	51
Wasatch	4/22/2015	125
today	8/26/2015	

Non-Geo	Last Issue	Days
E31	8/18/2015	8



Pre-Meeting Report

Date: August 25, 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

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	269
Liberty Mutual Concours d'Elegance Dinner	9/22/2015	05:00 PM	07:00 PM	39.00	270
HRE Wheels Wednesday Night Dinner	9/23/2015	07:30 PM	09:30 PM	49.00	253
Pirelli Tire Prohibition Dinner	9/24/2015	07:30 PM	10:30 PM	129.00	237
BMW of North America Awards Banquet	9/25/2015	07:00 PM	11:00 PM	104.00	283
Club Race Banquet	9/26/2015	07:00 PM	11:00 PM	30.00	87
Mixology and Lunch at Continental	9/23/2015	11:00 AM	03:30 PM	158.00	CANCELLED
Atlantic City Cooking School	9/23/2015	10:30 AM	02:30 PM	168.00	CANCELLED
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	32
BMW CCA Foundation Charity Golf Outing	9/21/2015	12:00 PM	05:00 PM	200.00	22
BC Tire/Hankook Gymkhana	9/22/2015	01:01 PM	03:00 PM	0.00	76
Odometer Gears TSD Rally	9/22/2015	03:01 PM	04:30 PM	0.00	77
Pirelli Concours d'Elegance - Judged	9/22/2015	08:00 AM	01:00 PM	25.00	21
Pirelli Concours d'Elegance - Display	9/22/2015	08:00 AM	01:00 PM	0.00	63
Foundation Car Control Clinic - Morning	9/24/2015	09:00 AM	12:00 PM	35.00	10
Foundation Car Control Clinic - Afternoon	9/24/2015	11:00 AM	05:00 PM	35.00	10
Bridgestone Autocross	9/24/2015	09:00 AM	05:00 PM	50.00	40
Bridgestone Autocross	9/25/2015	09:00 AM	05:00 PM	50.00	36
Shell V-Power Driving School	9/24/2015	07:00 AM	07:00 PM	249.00	58
Shell V-Power Driving School	9/25/2015	07:00 AM	06:00 PM	249.00	69
Shell V-Power Driving School	9/26/2015	07:00 AM	06:00 PM	249.00	73
Shell V-Power Driving School	9/27/2015	07:00 AM	06:00 PM	249.00	23
Shell V-Power Driving School - First Timer	9/24/2015	07:00 AM	06:00 PM	249.00	11

Shell V-Power Driving School - Classic	9/25/2015	07:00 AM	06:00 PM	249.00	19
Shell V-Power Driving School - Advanced	9/27/2015	07:00 AM	06:00 PM	249.00	23
BimmerWorld Club Race School	9/24/2015	07:00 AM	06:00 PM	500.00	23
Tire Rack Club Race Sprint	9/25/2015	07:00 AM	06:00 PM	599.00	23
Club Race Enduro	9/26/2015	07:00 AM	06:00 PM	285.00	7

The Stockton Seaview Hotel is currently booked at 85%

Legends and Festorics 2016 – Monterey, CA

Need to find ways to streamline registration both online and on site for next year due to the possibility of high attendance and the fact that we will have back to back to back events. We may need to look into hiring staff for the events onsite.

We have blocks of rooms at both the Lighthouse Lodge and The Unscripted for the entire weekend.

We are looking into renting the house on Encino Drive as well as possibly 2 more houses for staff and Board Members.

Oktoberfest 2016 – Monterey, CA

Due to the possibility of a large turnout of cars for the 2016 Concours, we are still looking at possible sites. We have looked at the Carmel Village Community Park which would rent for \$800.00 and hold 140-200 cars, St Julien Winery for \$5500.00 and would hold approximately 120 cars and will be looking at the Monterey Fair Grounds.

We like the Monterey Beach House for a Friday Night Beach Party and will be looking to book that. Holman Ranch is under contract for Wednesday night. Tuesday Welcome Reception and Saturday Awards Banquet will both be at the hotel, leaving Thursday as a free night with possible wine tastings.

The hotel reiterated this week that there would not be water for car wash stations so we do need to partner with local car washes.



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Marketing Report

O'Fest Sponsorship Overview

This year we will have over 65 sponsor representatives traveling to New Jersey to attend Oktoberfest on behalf of our 30 sponsors. Over the last six months much of my time was spent securing new sponsors and then helping plan their involvement at this year's event. Below is a list of those sponsors and vendors that plan to join us in September.

Oktoberfest 2015 Sponsors

Michelin Presenting Sponsorship, Drive and Compare, Hot Laps Rides, and Tech Talk
Shell V-Power NiTRO+ 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
Spaten/Redd's Biergarten at the Stockton Seaview Inn
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
Turner Motorsport Registration
Forgeline Numbers
The Werk Shop Concours Trophy
Turner Motorsport Registration
La Jolla Independent Hydration Sponsor
Quad Graphics and Enthusiast Media Group Program Sponsorship
Akrapovič (Vendor Only)
Mini Bimmers (Vendor only)
MicroBead Car Covers (Vendor only)
BMW CCA Foundation (Vendor only)

Bill Auberlen And Brian Redman To Appear At Oktoberfest 2015

Also, we are pleased to announce that multi-series racing champions Brian Redman and Bill Auberlen will both attend this year's BMW CCA Oktoberfest presented by Michelin, September 21–27, in New

Jersey. The two legends will be offering high-speed charity laps in historic BMW racecars to benefit the BMW Car Club of America Foundation on select days at New Jersey Motorsports Park. Redman and Auberlen will also join participants at the Friday night awards banquet, sponsored by BMW USA.

Legends of the Autobahn Sponsorship

Legends of the Autobahn experienced significant growth in terms of sponsors and vendors this year. Overall, we secured a record number of sponsorship dollars for the event, and for the first time ever we had an official fuel sponsor thanks to Shell. Sponsors new to the event included: Shell, Paulaner, Holman Ranch, Dinan, 831 Bimmers, and Clarion Builds.

Legends of the Autobahn Sponsors

Michelin presenting sponsor
Shell V-Power Nitro + Official Fuel of Legends of the Autobahn
BMW NA
Griot's Garage
Paulaner
Holman Ranch Wine Sponsor
Bridgestone
Liberty Mutual
XPEL
Clarion Builds
Hagerty
La Jolla Independent
Dinan
Sports Car Market
Via Corsa Magazine
2002 AD
The Werk Shop
SoCal Vintage BMW
Ireland Engineering
Bavarian Workshop
831 Bimmers
LA Chapter BMW CCA
San Diego Chapter BMW CCA
Central Cal Chapter BMW CCA
Golden Gate Chapter BMW CCA

Festorics Sponsorship

This year we welcomed back a number of returning sponsors including BMW NA, the BMW Performance Center, Liberty Mutual, Performance Technic, Bridgestone, and Cool Carbon. Mike Renner from the BMW Performance Center was on hand and gave away a two-day M School on Saturday, and Cool Carbon raffled off a set of brake pads.

Festorics Sponsors

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

Raffle Update: Dinan Club Edition M4

All six of the videos that document the build of the Dinan Club Edition M4 have now been released via email, the website, and social media. The car was also prominently display at Legends of the Autobahn and has now been transported to BMW of Monterey where it is on display in the showroom until the winner is announced in late September at O'Fest.

List of videos produced by Dinan and released throughout the raffle campaign:

Video 1: Dinan Club Edition M4 Introduction
Video 2: Dinan Cold Air Intake System Added
Video 3: Dinan Performance Exhaust Added
Video 4: DINANTRONICS™ Stage 2 Added
Video 5: Dinan Coilover Suspension Added
Video 6: Forgeline Wheels and Michelin Tires Added

As of 8/19/15 we've sold nearly 28,000 tickets. That means we are up to 5 cars and are just 2,000 tickets away from adding the 6th.

Bridgestone POTENZA BMW CCA HPDE Tour

On September 4-6, the Peachtree Chapter will host the next stop at Road Atlanta.

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

Second Quarter 2015 Lapsed Member Promotion

All lapsed members were offered a special deal via email to rejoin the Club between Tuesday, June 23, and Friday, June 26, 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 second quarter lapsed member campaign we were able to add 194 lapsed members back to the Club.

1YR Members: 156

2YR Members: 23

3YR Members: 15

New 3.0CSL Race Car Shirt Available In The Store

This year has been all about the 40th Anniversary of BMW's first major sports car racing victory in the US. The triumph of the BMW 3.0CSL at the 1975 12 Hours of Sebring marked the start of the history of BMW Motorsport in North America. Our latest shirt pays tribute to the 40-year history of BMW USA Motorsport and the 3.0CSL that won the race at Sebring in 1975.

New Member Benefit: Up To \$750 Off The Ultimate Riding Machine!

BMW Motorrad USA is pleased to announce a special motorcycle-purchase program for all BMW Car Club of America Members. This program provides different allowances based on the purchase of a new BMW motorcycle of your choice. Only new, unregistered BMW motorcycles purchased through an authorized BMW Motorrad USA dealer qualify.

Website Traffic

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

	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%
June	164,718	175,770	6.7%
July	145,526	150,620	3.5%

Top Referring Websites (April 1, 2015 through July 31, 2015)

1. Google 234,697

2. Facebook Mobile	7,830
3. Yahoo	6,731
4. Bing	5,594
5. Facebook	4,384
6. Bringatrailer.com	2,241
7. Ofest.bmwcca.org	2,154
8. BMW USA	1,869
9. Germancarsforsaleblog.com	1,325
10. Twitter	1,254
11. Zhpmafia.com	1,007
12. Surveymonkey.com	989
13. Bimmer Forums	948
14. AOL.com	870
15. s14net.vbulletin.net	790
16. Bimmerfest.com	732
17. Ask.com	527
18. Duckduckgo.com	488
19. Roadatlanta.com	469
20. M3forum.net	451

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

1. Forum	268,420
2. Classifieds	85,265
3. News	43,773
4. <i>Roundel</i>	38,817
5. Raffle	20,472
6. Media Gallery	18,394
7. Calendar	16,362
8. Chapter Finder	14,464
9. Store	13,162
10. Membership Benefits	11,943
11. Vehicle Rebate	10,063
12. Renew	8,068
13. My Garage	5,211
14. Roadside Assistance	4,307
15. National Events	3,144

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



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Re: August 29, 2015 Board Meeting—La Quinta, CA

IT Update

GM Web Server Upgrade

The GoMembers staff performed the server cut-over in the morning on July 7, 2015. This change was necessary because Microsoft ceased support for the operating system version running on the older server a week later. The cut-over had a longer downtime than expected, but everything was up and running by 11:20 AM EDT.

Office 365

The migration from our on-site email server to a hosted environment took place on Tuesday, July 18, 2015. BMW CCA now subscribes to the Office 365 service for email, always up-to-date versions of Microsoft Office, and cloud services such as Sharepoint and OneDrive for file storage.

Ombudsman

I have begun working on a new inquiry submission form for the Ombudsmen. The form will replace the current system where a member calls a telephone number and leaves a message. The form will allow the Ombudsmen to collaborate on a recommended resolution. Members will be able to upload supporting documentation such as photos and scanned documents.

Membership Database

The kick-off meeting with Delcor will take place on Wednesday, September 9, 2015 to begin the search for our replacement for GoMembers!

Availability Monitoring

I have written and put into production a service that will determine the availability of our membership system. This will help me react more quickly when there is a problem with GoMembers and login issues on the website. Previously, I wouldn't know if there was a problem until a staff or club member alerted me. Now, I will receive a text message when GoMembers is unavailable for more than one minute.

I have asked our web developers, DrupalSquad, to use this new service to let members know there is a problem on the login page. This will be a more proactive approach and will help curb frustration.

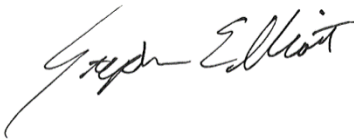
Chapter Electronic Newsletters and MagnetMail

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



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August 20, 2015
Report of the Creative Director

Since my last report in June 2015, we've concentrated on materials for events, including Legends of the Autobahn, Festorics, and Oktoberfest, as well as working on *Roundel* and scheduling.

Roundel

We've completed the adjustments to Quad Printing's new upload system. While it takes a few additional steps to complete the upload, review and approval processes, it's remains a significant improvement to the prior system. The preflighting aspects of the system are more sensitive, so there's greater potential to catch technical issues with any files.

We are working to get fully back on our layout, advertising, and proofing schedules to insure we meet the upload, press, and mailing dates required to have the magazine in readers' hands by the first week of the month.

I must apologize for missing a folio error in the feature section of the August issue. On the feature pages, the left-hand pages printed with "July" still in the folio. We discovered it too late to correct it on press without taking a significant charge, but all electronic versions were corrected to say "August" on those pages. An additional part of the final checklist has been added to prevent any reoccurrence of this type of error.

Legends of the Autobahn

We produced this year's materials for LOTA, including a variety of banners, backdrops, and printed signs, tickets, etc. for the event and Festorics.

One major addition for LOTA was the purchase of multiple Windmaster sign stands to better facilitate direction signs for spectator parking. The sign stands were 28" x 44" tall and designed to withstand winds up to 70 MPH. They are being stored in California for reuse at future LOTA events.

We also created a series of Welcome square banners based on this year's Festorics logo art. We modified the concept and created 10 banners with different iconic BMWs integrated into the stylized design. We alternated "Welcome" and "Willkommen" evenly across the banner series.

After receiving a significantly higher quote for the printing of the 2015 LOTA program book, we obtained quotes from other vendors for comparison. Ultimately we went with a new vendor and received a great product with better paper for over \$1500 less than the original quote and specs.

Scheduling and branding concerns prevented the full-design overhaul I'd intended for 2015, but that is on the calendar to start on early so that we can have fully refreshed materials and styles for 2016.

Oktoberfest

We are finalizing the materials for Oktoberfest currently. We're changing many of the material designs and styles this year, which should give everything a very refreshed and engaging look, including new name badge styles, new ticket styles, and the new, significantly less expensive, award styles.

Due to the increased number of sponsors, we are increasing the program's size from 40 to 48 pages to better accommodate the additional ads.

Thank You!
W. Len Rayburn
BMW CCA Creative Director

Official BMW Club

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

BMW Car Club
of America



From: Jack Joyner, National Driving Event Committee Chairman

Date: August 25, 2015

Subject: Quarterly Report – 3rd Quarter 2015

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Report Items

1. Motorsport Safety Foundation Update:
MSF is setting a standard for Motorsports Safety. They are looking to have an accreditation system for Instructors, Schools, and maybe even tracks. There is a lot of work to be done, and it is still in its infancy. Ross Bentley would like to have BMW CCA as one of the main participants based on the size of our club, number of schools we do and the standards we already live by. This is a long term idea that will help make events safer, have better qualified instructors, and set a national type standard for facilities etc. We as BMW CCA already have a great platform from which we run our DE's, but I see things for others that need some help. Ross Bentley is wanting to form a committee that can help find a way to make our sport as safe as dominos. I think we, as one of the largest car clubs in America, should help be a part of this and help lead the way. We still have issues getting some of our people on board with our standards and ideas, but being a part of something like this may help. If it fails, it fails, we still have our standards and ways with which we will continue to run events. I see this as a giant step to getting a National program that is respected and has some recognition for making every event as safe as possible, for us and everyone else.
2. Bill Wade has been asked to be our BMW CCA Ambassador for the MSF program.
3. Steve Johnson had mentioned opening the floor for discussion on convertibles in BMW CCA DE's back in June, I am free to discuss such a plan.

Board Action Needed

The following proposals need Board action:

1. Vote on us joining and supporting the Motorsport Safety Foundation.
2. Approval of Bill Wade and/or another Representative of BMW CCA for the MSF ambassador.

Respectfully submitted,

Jack I. Joyner III
National Driving Event Committee Chairman

Official BMW Club

BMW CCA Club Racing
Gary Davis
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August 20, 2015

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

Subject: Club Racing Chairman's Pre-meeting Report for the August 29, 2015 Board Meeting.

Travel: None.

Appeals/Protests: None

New Activity:

- 2015 National Races at Pittsburgh Vintage Grand Prix, Mosport and New Jersey Motorsports Park (Oktoberfest).
- BMW CCA Club Racing 20th Anniversary celebration at Oktoberfest.

Respectfully submitted,

Gary Davis
National Chairman, BMW CCA Club Racing