

BMW Car Club of America Rocky Mountain Chapter



RMC BMW – Board Meeting April 8, 2015 Meeting held at Cathy's office

Members Present:

Steve Hamilton
Jim Jenkins
Mike Critchley

Cathy Hamilton
Janet Kiyota
Christine Foley

Fox Chung
Andrew Jordan
Karen Lange

Leslie Jenkins
Gary Bohn
Cory Rowan

Called to order and Welcome by President, Steve Hamilton at 7:15 pm

PRESIDENT:

Board Positions-

- President, Vice President –
 - Positions expire January 2016. Need to start advertising now. Steve is not running for President. Fox Chung is considering the VP position, Michael Feldpusch is considering President position
- Treasurer –
 - Outsource? Cathy's position expired last year. 2 people last month are no longer interested. Will continue to advertise. May need to hire someone. Per our by-laws we must have a treasurer.
- MSR editor position –
 - Per Janet - Susan Rhodes has volunteered to coordinate the MSR. Fox has volunteered to do the design. They have talked together and with Janet to discuss logistics of coordination, design and printing. Fox is considering a new printer.

Steve –

- Trailer tags available. (Elbert County)
- Drive 4 Corners event in August 7-10th. Connected with the club member from Durango. Club will sponsor the event same amount as last year.

**<<< MOTION TO APPROVE \$600 to sponsor Drive 4 Corners event by Steve.
Second by Michael C, unanimously approved by all EC Board Members. >>>**

- Merchandise – We bought out Alan. There is a spreadsheet available with detailed inventory. It was decided to give away as prizes for autocross events. Andrew also was going to take some for Driving School.
- Board members get one free event per year.

VICE PRESIDENT: absent

SECRETARY:

Karen-

**<<< MOTION TO APPROVE the March 2015 Minutes by Michael C.
Second by Leslie, unanimously approved by all Board Members. >>>**

TREASURER:

Cathy-

- There is an issue with the online reimbursement form link. Leslie needs to send the error she is getting to Cory. For now, you can fill in the form, and send scanned receipts by email.
- Discussed having membership comped for board members. This was done in the past, but will not be done in the future.
- Review of financial information (Claims, Balance Sheet, P&L) given as handout to those in attendance. Please refer to actual documents for specific information.

**>>> MOTION TO APPROVE CLAIMS as presented by Karen, Second by Gary,
one abstention by Cathy and unanimously approved by all Board Members. <<<**

**>>> MOTION TO ACCEPT FINANCIALS as presented by Steve, Second by Cory,
one abstention by CH and unanimously approved by all Board Members. <<<**

CLUB MARKETING:

Cory-

- Denver BMW Meet up event on Wednesday, May 20th 6:30-8pm at 303Motorsports. Cory is working on a flyer that can be distributed before the event. Requested Roundel magazines to distribute to attendees or other items that can be handed out.
- Presented statistics on website views (see handout) and advertising suggestions for MSR, website and emails. Bundling ads across all three platforms was discussed.
- Cory will provide details for advertising - ad space available, costs, and package deals at next meeting.

DEC:

Street Survival (2015)

Mike-

- National Street survival calendar has been updated. Location is Golden, State Highway Patrol Training track on August 29th. Our Club coordinator for this event is Ali Bandell. We need a sponsor. PCA and BMW submit costs separately to be reimbursed for advertising.

DS Updates

Andrew-

- Spring Driving School Saturday date is full, Sunday has 8 openings. All details (awards, food) are completed.
- Andrew needs equipment from the trailer. Fire extinguishers and tent. Need to figure the logistics of getting the tent. Andrew should buy fire extinguishers if needed. Andrew will contact Michael F.
- Gebhardt sponsoring school and donated \$1200
- Fall Driving School is September 12th.

AX Updates

Michael- absent

CR/TT – June 7th TT Event

Gary-

- Need to clarify if you need to be a NASA member. This is a NASA event with a BMWCCA class. Ten car minimum, over 14 cars will generate a profit for the club, Fee - \$165/car, \$35 transponder.
- Trying to grow the event, Gary has been discussing with Dave Ballenget? and Kevin Rodgers.

MEMBERSHIP:

Christine –

- Membership figures: 1,778 members. 1,536 regular members, 228 associates. 49 new members- 43 regulars with 6 associates. 102 renewals. 41 lapse memberships, all regulars. 343 have the e-newsletter version of the MSR. Brief discussion of welcoming new member ideas. Christine is planning to email new members, and thank them for joining.
- Discussed a new member coupon (\$10) that would expire in 1 year from joining.
- Information presented and handed out regarding locations to hold the next Winter Celebration. Date January 31, 2016. Broadmoor in Colorado Springs has offered a great deal and discounted room rates. Johnny Martin's – a member's only restaurant has also offered to host our event. Art Hotel (downtown Denver) is opening in June and is a possible location.
- Christine visited Winslow, Murray, Gebhardt dealerships to discuss advertising and sponsorship. Winslow BMW is limiting their participation with the club until we offer to do something for them. Murray would like to be more active in club. Also discussed the role of dealership liaisons – who are they, what do they do, should there only be one.

EVENT UPDATE:

Steve, Cory -

- Movie night at Bavarian Motors (service business). Park Meadows Mall. Top Gear night. No details provided on dates.
- Denver BMW Meet up event on Wednesday, May 20th 6:30-8pm at 303Motorsports.
- Spring Drive for May 10th - Gary O is host. Drive will be the usual northern route with lunch at the River Rock restaurant.

2014 O'fest:

Janet –

- O'fest financials tabled. Janet did mention that we would not be getting any money back.

NEW BUSINESS:

- Janet is reviewing the by-laws with new changes to technology. Is also looking at developing a scholarship program. Has been in discussion with Louis Goldman.
- Need to find someone to scan old MSRs to pdf, put on flicker albums, send hard copy to Michael Mitchell at National.

NEXT MEETING:

- **May 13, 2015 6:30 – 8:00 pm Michael F. in charge of food and venue.**

ADJOURN:

**>>> MOTION TO ADJOURN by Steve, Second by Cathy,
and unanimously approved by all Board Members at 9:30pm. <<<**