

BMW Car Club of America Rocky Mountain Chapter



RMC BMW – Board Meeting March 18, 2015 Meeting held at Alan's Clubroom

Members Present:

Steve Hamilton	Cathy Hamilton	Fox Chung	Leslie Jenkins
Jim Jenkins	Janet Kyota	Andrew Jordan	Gary Bohn
Michael Feldpusch	Mike Critchley	Christine Foley	Karen Lange
Alan Warner	Cory Rowan		

Called to order and Welcome by President, Steve Hamilton at 7:00 pm

PRESIDENT:

Board Positions- Secretary, Membership

Steve - Karen Lange is interested in the Secretary position and is in attendance today to observe some of the duties of Fox Chung, current Secretary.

Christine is interested in chairing the 2015 Holiday Party, with no objections from anyone on the Board she will proceed with this when the time comes. This year we're hoping to get started with the planning a bit earlier. Also interested in the Membership Chair position- we've been trying to get a "welcome packet" in place for new members so that will be an area of opportunity for the Club. Brief discussion from about the existing programs, what's been done historically as well as ideas from what other Clubs do to welcome new members.

In addition, Christine is also interested in the advertising chair position. The details of how an advertiser might want to contribute (MSR, web banners, sponsoring an event, etc.) to the Club is yet to be determined. We would need a liaison for discussions between the Club and our advertisers/ vendors/ dealerships. Discussion of ideas on how to provide ROI for advertisers, how we can get feedback and use that information to provide better service.

**<<< MOTION TO APPOINT Christine Foley as the Membership Chair by Steve.
Second by Cathy, unanimously approved by all EC Board Members. >>>**

**<<< MOTION TO APPOINT Karen Lange as the Secretary by Steve. Second by Michael,
unanimously approved by all EC Board Members. >>>**

Steve – Fox is interested in working on the MSR. Duties to be discussed in detail between Alan, Janet and Fox offline. Fox is interested in the design and layout portion of the MSR fulfillment. The collection and front end of articles would need to be done by a coordinator. All details to be determined.

Treasurer Position

Steve- Based on an article Steve wrote, we've received emails from Club members who are interested in helping out the Club in different capacities, including one for the Treasurer.

Chapter Congress March 13-15 Review

Gary and Cathy attended the Chapter Congress. **Cathy**- on Friday night, Golden Gate presented about how they communicate to their 4,300 members. Discussion of Facebook and other email blasts as effective communication tools. One suggestion to include new member names in email blasts. Discussion of AmazonSmiles for the BMW Foundation, and review of the new BMW CCA Recognition Program. Other various updates about national chapter communications.

Gary- Attended the Club Racing which was "...really really really good!" Discussion of scenarios in an attempt to help each attendee understand areas of compliance at races with vehicles and equipment. Signed up as a steward in training (a "SIT") which allows for ongoing training opportunities. Also presented on the Time Trials we help with our Club last year which went very well- lots of good feedback and the majority of attendees felt it was a worthwhile effort. In order to move beyond SIT, an exam has to be competed and some shadowing of Stewards at BMW TT events.

Durango "Chapter"

Had a person reach out to Schlossman who's interested in starting a sub-Club in Durango- reached out to us for ideas and assistance. Steve provided him with some information on areas where they could grow their Club and contribute to the MSR with regular articles in the MSR.

VICE PRESIDENT:

Dealership Membership Drive Promotion

Michael- Side note- Ice Gymkhana rebate was already received. Will need to refill the forms for our monthly rebates. Simply need to complete the forms with updated information about Board members in order for them to be processed. Completing this also allows us access to national database information about membership numbers and names.

Michael- Haven't received information back from the main dealerships yet. If no feedback is obtained, we may look into this further next year. Side note- all insurance is up to date. In addition, PPIR contract has been resolved.

Co's Pizza Party

Michael- party is this weekend from 1:00pm – 3:00pm, with about 35 employees plus Kenton and his family. Total 50-55 people in attendance. Presentation of awards will be done outside or in the showroom.

SECRETARY:

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

Brief acknowledgement of the time, effort and contribution Fox has provided over the past few years.

TREASURER:

Cathy- 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 Fox, Second by Michael,
one abstention by Cathy and unanimously approved by all Board Members. <<<**

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

CLUB MARKETING:

Cory- Bimmer Burger Nights- spoken to Jim Flint who is unfortunately no longer available. Discussion of other locations and possible opportunities around the state.

Potential event on Wednesday, May 20th- Cory reached out to Max at 303Motorsports who is willing to host a casual meet up at their shop. Also reached out to Kevin Love and Steve Clark, the latter helping to smooth conversations with Kevin who we've had difficult communications with previously. Cory suggested a joint event with RMC and Colorado BMW Club at the 303Motorsports time and date. As part of this effort and a sign of good faith to Colorado BMW Club, Cory is suggesting we pay for the cookout costs. Fox and Cory to work on a flyer design that can be handed out. We may also bring old Roundel magazines to distribute to attendees.

<<< MOTION TO APPROVE providing up to \$500 for food at this social/recruitment event by Fox. Second by Michael, unanimously approved by all Board Members. >>>

In addition, email calendar has been developed and next email will be distributed this week. Other emails have been scheduled. Cory has also vetted the website recently and updated it with additional information, including the driving school.

Spring Drive for May 9th- Mike will follow up with Gary O to confirm he's still available to host.

Advertising on website- Cory will compile information on this for next meeting to share with Christine and Board in April.

DEC:

Street Survival (2015)

Mike- discussion of calendar, will update with Cory for website. Location will be in Golden, called State Highway Patrol location on August 29th. PCA has their coordinator but we need a co-chair from our Club this event. The details of the roles of this co-chair TBD by Mike.

DS Updates, Fall school moved to Sept. 12, 2015

Andrew- School will be held at Pueblo. Gebhardt will be the sponsor for the Spring Driving School. Registration and everything is in place and ready. Dates: Spring School at HPR Saturday, May 23-24th. ITS on Friday, May 22nd. Andrew provided budgetary information via email prior to this meeting (also provided some handouts- please refer to his actual document for figures).

Saturday date is full, Sunday is at about 52 with openings. Fall Driving School is September 12th. Brief discussion of instructor interest for Miller Motorsports with the PCA.

<<< MOTION TO APPROVE the Spring Driving School budget as presented by Steve. Second by Gary, unanimously approved by all Board Members. >>>

AX Updates, 2015 Budget

Michael- All events are scheduled, including the school in April. 30 people have registered for the school. Looking into a phone app for the autocross attendees. Also researching with Bridgestone in Steamboat Springs to hold an event on the snow in 2016. Winter autocross event Dec 5th at Front Range Airport (weather dependent).

CR/TT – June 7th TT Event

Gary- Question for the TT- possibility of doing one with NASA on June 7th at HPR. We were looking at \$165/car, paid per car and looking at about 10 cars per run group. They have plenty of space on this single day event and are eager to do a partnership with us. Looking at getting 10 cars from our Club at a minimum- any cars over 14 cars we get to keep the profits. Dave Jobusch will assist with classroom debrief, in total of 4 run groups. This will not be a sanctioned BMW event as it will be a NASA event.

Email blasts and information on the website, communication via driving events and autocross events will need to happen in order to draw interest. Deadline for registration will be mid-May.

MEMBERSHIP:

New Member Welcome

Alan presented figures: 1,764 members. 1,536 regular members, 228 associates. 24 new members- 22 regulars with 2 associates. 76 renewals. 32 lapse memberships, all regulars. 343 have the e-newsletter version of the MSR. Brief recap of new membership ideas.

Christine- presented a calendar from National, perhaps we could do one for us. Janet explained some issues we had when we produced ours in the past, but also discussed as a group that it can be done well if we plan it properly.

EVENT UPDATE:

Event Update

Already covered previously with the Winter autocross event (see above).

NEW BUSINESS:

Alan is up to run the next meeting.

Janet is interested on working on the by-laws with new changes to technology.

ADJOURN:

**>>> MOTION TO ADJOURN by Steve, Second by Cathy,
and unanimously approved by all Board Members at 9:09pm. <<<**