

RMC BMW CCA Planning meeting Nov 11 2017

Called to order 9:16 am

Janet O fest – sharing general information

- Club lost 10,000 members, membership dues going up in 2018
- maybe \$53-\$54; \$1000 to \$1500 for lifetime
- Rebates going to be smaller - \$1.37/per member/per month -will be decreased
- How to get the younger crowd involved? Flex events for allowing people who are not members
- Website, newsletter and financials are required for club – rest of stuff isn't
- Weekend membership - Eugene to reach out to Porsche club – how they do it.
- Friend of the Mark BMW award - Bruce Hazzard

2018 needs

- Template for monthly email blast with events coming up
- Checklist for each event sent to event Chair – with info as to what happens when
- List of all workers and attendees at each event
- National is doing a point system to earn point
- Haggerty really wants a complete and firm partnership
- Generic helmet sticker

2018 schedule

January

- 10 Board Mtg – Conference call
- 20 Ice Gymkhana - Paul Schulz – registration opens Dec 20th
- 27 Winter Celebration Co's BMW

February

- 7 Board Mtg- Conference call

March

- 14 Board Mtg- In person
- ? DEC conference

April

- 11 Board Mtg- Conference call
- 14/21 Haggerty cars/coffee helmet tech Golden
- 14/21 Street Survival

May

- 5-6 CCC/AX school 5th-6th new site EVOC
- 9 Board Mtg- Conference call

- 20 Adams Polishes - Cory
- 26-27 Driving School HPR - maybe ITS on Friday 25th maybe 3 day driving school doing something different on Memorial day (2 or 3 day TT)

June

- 2 Autocross #2 FRA
- 3/10 Concours – Dave Stackhouse to complete form
- 13 Board Mtg in person Fox volunteer to host
- 16 Spring Drive – Gary Odenahl note-WRL @HPR
- 23/30 Autocross #3 EVOG (conflicts with Porsche DE HPR)

July

- 18 Board Mtg conference call
- 9-14 Ofest Pittsburg (beaver run race circuit)
- 14 Autocross #4 FRA
- 28 Autocross #5 Winter Park or EVOG (NASA dates)

August

- 4 Autocross #6 FRA
- 4-5 Morgan Adams - RACK RMVR event HPR
- 8 Board Mtg conference call
- 25 Autocross #7 PPIR switch at lunch double header
- ? Drive 4 corners

September

- 8 Fall Driving School Pueblo
- 12 Board Mtg in person Susan to host
- 13-17 Snowmass (2day race on 16th-17th)
- 15 Autocross #8 EVOG try to move to 22 (PCA event and Snowmass conflict)

October

- 10 Board Mtg conference call
- 13 Street Survival
- 20/21 Autocross Banquet

November

- 10 Planning/Board Mtg in person

December

Notes:

- Andrew wants holiday party in dec
- Be Aware events

Shell - marketing guy wants to give us stuff

Can we rework the little things – we all need to look for solutions to cut costs

When we sponsor an event – what do we get – banners, table space, website exposure, etc?

Club schwag – sell modern shirts or other

Look at cost cutting measures, partner with people to do things, promote other events – make sure we get some promotions, look at new ways to engage advertisers so they stick with us (what do they get), new revenue streams (ads on trailer) we need to be innovative

Other events

- TSD Jean and Quinton we sponsor
- Man Cave social event – Westminster similar to cars/coffee we would promote
- 3zero3 tech session we would be a sponsor
- Cos bimmerfest/carshow/bbq Saturday late afternoon/early evening/band we would be a sponsor
- Cos drive to steamboat weekend
- Volunteer appreciation
- Johan (who showed up at AX banquet) works for Deans bikes – Pedal bike rides Summer we would be a sponsor
- Peter Richards to have Shelby collection open

Marketing committee – Eugene, Fox, Cory, Janet

- We need a portfolio of sponsors to show others sponsor, logos on trailer – use black bar along the bottom of trailer
- Look at community liaisons.

Meeting adjourned at 11:04 am