

BMW CCA San Diego Chapter Board Meeting Minutes for November 12, 2019

The meeting was called to order at 6:30 pm.

Board Members Present:

Lisa Goehring, Jim Patterson, Ryan Moore, Paul Silver, Rob Walker, Seth Hanson, Grant Kluzak, Greg Uhler, Matt Gage, Dennis Damon, Brett Litoff

Members Present:

Charlie Kaehler, Steve Robbins, David Albarian, Dan Tackett, Emily Kluzak, Tyler Johnson

Secretary's Report – Paul Silver

- The October 2019 meeting minutes were approved as submitted.

Vice President's Report – Jim Patterson

- We have 30 new members and 28 lapsed members, for a total of 1489 members.
- Jim has updated the National calendar with our chapter's events and has sent new member welcome emails.

Treasurer's Report – Ryan Moore

- Ryan sent the financial report to Board members via email. The club is in good financial condition.
- Ryan has renewed our PO box and paid the first installment on our property taxes.

PRESIDENT'S REPORT – Lisa Goehring

CCA Leadership Conference – Lisa has sent copies of the presentations to the Board members. Items discussed include:

- A new registration system that chapters may wish to use to replace Motorsportreg, called Track Rabbit. It may be a less expensive option, and is customizable.
- The BMW CCA Foundation gave a Street Survival presentation. 2019 has been a record year with 28,000 students trained.
- Bimmer Life Magazine was presented, the new lifestyle magazine that will be similar in some respects to the Heritage magazine, with a regional focus. It will come out twice a year and will replace two annual issues of Roundel. Chapters will be able to submit articles and photos. The chapter newsletter requirement will end. The first issue comes out in March 2020.
- There was an IT presentation that focused on the new membership system. One feature of this is a chapter email system that we can choose to investigate. There are options for chapter website hosting, as well. The National office is modifying the website look and feel and adding some new features.
- There was a financial presentation that discussed things such as the pitfalls of raffles, non-member revenue, and the club's financial condition. The club has been losing money the past few years, much due to the loss of advertising revenue in Roundel. A committee has created recommendations, including: a 40% reduction in chapter member rebates/allocations, consolidating underperforming chapters, raising membership dues, and National office staff cuts and salary freezes.
- Regional breakouts discussed the need to be more open to more of BMW's model line, such as the X cars, which are the popular sellers, appealing to younger generations and more aspects of car culture such as cars and coffee type events.
- M Gruppe will become part of the BMW CCA.

Board Election – The annual Board election will take place on December 10.

DIRECTOR REPORTS

Autocross – Rob Walker

- We had the OctoberFAST autocross on October 26, with approximately 90-95 participants.
- Autocross dates for the first half of 2020 were sent to Chapter Board members. There may not be a meeting for the second half dates, due to the pending SDSU purchase of the property.
- The next autocross is December 14, and is the Instructor Runoff. Instructor of the Year and Volunteer of the Year awards will be given at this event.

Driving School – Seth Hanson

- **Buttonwillow March 7-8** – We have the weekend of March 7-8 for the 2020 HPDE. There will likely be another club race school, and there may be a Club Race instead of a Time Trial.

Equipmentmeister Report – Grant Kluzak

Our equipment is in good condition. Grant is looking for a vendor for vinyl numbers for the HPDE.

Newsletter – Greg Uhler

- The deadline for the first quarter 2020 issue of Fahren Affairs is December 10.
- The estimated cost per year is about \$9000 for the four printed and mailed issues of the newsletter, \$3000 for the new member guides, exclusive of advertising revenue. This is significantly lower than the \$20,000 per year in the past.

Social – Matt Gage

- **Highs & Lows Driving Tour November 10** – Thanks to Tim Brecht and BMW of Escondido for hosting the start. We had 79 attendees and approximately 40-50 cars and 2 motorcycles. The next driving tour will be February 23, 2020.
- **Holiday/Year End Party** – Tim Brecht has offered the showroom at BMW of Escondido and can accommodate most any date as long as we let him know in advance. Tim is also willing to include a test drive event in conjunction with the party. January 12 was proposed as the date of the event.

Wachsmeister Report – Dennis Damon

No report this month.

Webmeister Report – Jim Patterson

The website has been updated with the latest information.

GENERAL TOPICS / EVENT PLANNING / REPORTS

Performance Center Event – Jan 25 – The event is sold out and a waiting list is forming.

NEW BUSINESS

Cars and Coffee Event – Tyler would like to arrange a Cars and Coffee type event to encourage new people to attend and show different types of cars, stock, modified, etc. We can have a membership booth to sign up new members from people who see the show. We can leverage an existing event and have our members attend. Tyler will investigate dates of upcoming events and propose one for us to attend.

Karting – Tyler would like to schedule a karting event in North County for sometime after the holiday party. A tentative date of Saturday March 28 was selected. Tyler will let us know at the December meeting if that date works.

The meeting was adjourned at 8:17 pm.