

BMW CCA San Diego Chapter Board Meeting Minutes for Feb 9, 2021

The virtual meeting was called to order at 6:31 pm.

Board Members Present:

Greg Uhler, Matt Gage, Ryan Moore, Paul Silver, Lisa Goehring, Brett Litoff, Kim Dais, Sean Thompson, Reza Sharghi, Catalina Uhler, Tyler Johnson

Members Present:

Don Duncan, Dan Tackett

Secretary's Report – Paul Silver

- The January 2021 meeting minutes were approved as amended.

Vice President's Report – Matt Gage

- We have 7 new members, 41 renewing member, and 30 lapsed members, for a total of 1353 members.
- **Online Meeting Software** – We will continue using Zoom for our future virtual Board meetings.
- **Chapter Admin Forms** – We need to submit chapter admin forms to national by March 15.

Treasurer's Report – Ryan Moore

- The January financial report was sent to Board members via email. The club is in good financial shape.
- The deposit check for the HPDE has been sent to Buttonwillow.
- We received a notice from motorsportreg that they would not release the funds for the Performance Center event due to a name match issue. Ryan has corrected this and the funds have been released.

President's Report – Greg Uhler

- **Truck insurance** – We need to get new insurance for the truck. We have a quote from State Farm, and we are in contact with an insurance broker for some quotes that Greg will bring back to the Board. Greg needs the list of drivers to include on the policy.

DIRECTOR REPORTS

Autocross – Rob Walker

- No report – Not present

Communications Report – Lisa Goehring

- Lisa informed the Board of the Hagerty online tech sessions that are available via Motorsportreg. These are one-hour webinars and are free. One topic is on using “speed waivers,” electronic waivers to replace paper waivers for events. Other topics include women in motorsports, growing quality volunteer HPDE instructors, and more.
- Dan mentioned that there is a backlog of requests to join the Facebook group, and Jim Patterson is no longer assisting with this. Lisa has been doing this, and will be adding some more people to assist in the future.

Driving School – Seth Hanson (via email)

- **2021 HPDE** – The deposit has been sent to the track, dates are September 10-12. Seth has been in touch with Golden Gate chapter for an instructor training school. We should put the event dates on the website calendar.

Equipmentmeister Report – Vacant

- Grant will be replacing the battery on the truck, and once it's insured he will be moving it to BMW of Escondido. Ryan needs to know when the truck and trailer are moved so he can stop the automatic payments at the current location.

Social – Tyler Johnson

- There is a new Cars & Coffee in Point Loma that is gaining traction. There have been a good number and variety of BMWs attending the event, as well as several other makes, with 70 to 80 cars showing up. Tyler suggests we choose a date and show up in force to one of these events. It's at Liberty Station every Saturday. Tyler suggests we make Cars & Coffee a regular repeating event, attending different locations around the county. We will plan for an event Saturday March 13.
- Tyler suggests it might be time to schedule a cruise, as Tyler has seen other car clubs out doing cruises.

Wachsmeister Report – Brett Litoff

- Brett is getting contact info from Dennis, for the park district, giveaways, rentals, etc.
- We need to ensure the May date that Dennis had reserved is cancelled with the city.

Webmeister Report – Vacant

- No report

GENERAL TOPICS / EVENT PLANNING / REPORTS

Performance Center Event – Dan Tackett

- The Performance Center is cleared to reopen for public events beginning Monday February 15. The capacity limit for now is still 40 people. Some potential new dates for our event would be Saturday March 20, April 10, or April 24. Dan will check these with the Performance Center. If any attendees need to drop due to the date change, they can be replaced by people on the waiting list.

NEW BUSINESS

None

One More Thing...

Board members presented ideas to help our chapter attract new members and/or retain existing members.

- Paul – Virtual tech events, perhaps with our advertisers/vendors, point-to-point rallies, photo rallies, and gimmick rallies.
- Catalina – Photo scavenger hunt driving event that's family oriented, social media posts, drive-in movie event
- Brett – Car photo shoot events in different scenic spots.
- Reza – Rallies similar to what SCCA does, big drives to attract a large number of cars, collaborative cruises with other clubs to attempt to break the caravan record.
- Matt – Posting more articles and personal stories on the website and soliciting further website content from members to share their stories.
- Ryan – Informal car meets, Cars & Coffee type events
- Lisa – X-car related events to attract SAV drivers, similar to what the Porsche club does.
- Dan – Tech sessions in-person when we can do so again. Bumper Doc, Phil Thearle's, Discount Tire.
 - Also mentioned are car restoration shop tours/tech sessions at one of the places in Escondido, as well as another session at La Jolla Audio.
- Don – A cruise that's more family oriented, over the mountains and out to the desert for a picnic and social. A golf tournament. Car care tech sessions with 5-Point, perhaps on a recurring basis for different topics.
- Sean – Video content channel for the website, recording tech sessions, interviewing members or other people, info for driving event novices.
- Kim – Trivia event, virtual or in-person, at a local business.
- Tyler – Dealer open house without sales pressure, but available to answer questions. Poker run driving event. Vintage driving tour. K1 Speed events.
- Greg – Create personalized club "business cards" with a photo of the person's car and name/contact info and membership perks that can be left on windshields of other BMWs or given to other BMW owners as a recruitment tool.

The virtual meeting was adjourned at 7:49 pm.

- March 13 – Point Loma Cars & Coffee
- September 10-12 – Buttonwillow HPDE
- October 2021 – Clean Car Contest