

BMW CCA San Diego Chapter Board Meeting Minutes for January 9, 2024

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

Board Members Present:

Matt Gage, Ryan Moore, Paul Silver, Lisa Goehring, Brett Litoff, Rudy Banuelos, Bryan Gaier, Greg Uhler, Cat Uhler, Neil Daly, Ron Wisniewski, Steve Hovland, Steve Dais

Members Present:

Don Duncan, Dan Tackett, Brian Lewis

Secretary's Report – Paul Silver

- The December 2023 meeting minutes were approved as amended.

Vice President's Report – Matt Gage for Greg Uhler

- We have 19 new members, 40 renewing members, and 18 lapsed members, for a total of 1238 members. This is up 18 from last month and up 95 in the past twelve months.
- **Chapter Sponsorship Opportunities** – Greg has had some initial discussions regarding sponsorship to help us cover one-time expenses such as instructor/staff shirts, autocross awards, etc. He has put together a list of potential areas in which sponsorships could help out the club. Greg will be discussing these with Ceramic Pro Carlsbad and with a local law firm that has sent some of their staff to autocrosses, as they've shown interest in sponsoring events. Financially, the preference, per Don Duncan, in most cases would be that the sponsors give us the money and we use it to make the purchase. For some items, such as auction donations for Bimmers by the Bay, donation of the items would make more sense. The caveat is that we should follow the tax law, so that we don't go over 35% non-member revenue. Lisa mentioned that National provided procedures regarding accepting cash from sponsors in the past year. She has attached this to this meeting's agenda in Google docs.

Treasurer's Report – Steve Dais

- **Finance update** – Ryan Moore sent out the December financial report and 2023 year-end financial summary via email.
- **Investigation of Chapter allocation and deductions by National** – National charged our chapter for expenses that we did not expect:
 - o \$854.76 for the Pacific Region meeting in May 2023. It's unclear exactly what this charge was for. It was communicated to us that National would cover expenses for two members, and Matt Gage is investigating this with our Pacific Regional VP. Additionally, we were charged for Lisa when she was attending as a representative of the M Chapter, not the San Diego Chapter.
 - o \$468.00 for reduced cost memberships using the code we received from National. We were unaware that National would charge this back to the Chapter. Lisa believes this is actually from the people who signed up for membership for the HPDE at a discounted rate and we collected the money for it through MotorsportReg, rather than the money going directly to National.
 - o \$180.00 for autocross insurance, as expected.
 - o \$250.00 for Legends of the Autobahn trophy sponsorship, as expected.
- **Allocation emails from National** – Don Duncan is working on getting his name removed from the list to receive our Chapter allocation information and getting Steve added.

President's Report – Matt Gage

- **Google Addresses for Google Meet** – Matt reminds everyone that they should ensure they have a Google account so they can more easily enter the monthly virtual Board meetings via Google Meet. Without a Google account, you may not be able to enter the meeting if Matt is not present. A Google account is also required to access the Chapter's Google Drive where various Board documents are stored.
- **Google Drive walkthrough** – Matt showed the Chapter Google Drive, and requested that any Board members with important club documents store them here. There are also documents there that describe how to go through various club processes, such as getting insurance, setting up speed waiver, etc.

- **Email spam and spoofing** – Matt reminded everyone to be careful about received email that may be spam or a spoofed email from scammers trying to get money from us.
- **Submitted the yearly Chapter administration form to National** – Matt has submitted this required form.
- **TrackRabbit** – Matt has been working with Jim Patterson to figure out what to do about National’s push to move everyone off MotorsportReg and onto TrackRabbit. If National moves forward with this, we will lose the ability to verify membership through MSR, and we would need to figure out how to migrate our events into TrackRabbit.
- **National Presidential Elections** – Matt discussed some recent emails that have circulated around the National office and the Presidential election and how this may or may not impact our Chapter.

DIRECTOR REPORTS

Autocross – Greg Uhler

- **Dec 2 Autocross Financial results** – This was a great event with a lot of good feedback. The event unofficially was break even, financially.
- **Signed venue contract for 2024 dates** – 2024 Autocross dates are 2/3, 4/13, 6/15, 8/3, 10/5, 12/7

Communications Report – Steve Hovland

- **General Update** – Steve has started to submit events for publication on the National calendar and in the Roundel. Steve should ensure we link these to our website so people can get details such as location.
- **Threads Account** – Steve has not been able to get ahold of Jim Patterson regarding suspending our Twitter/X account, and Lisa has not yet set up a Threads account.

Driving School – Lisa Goehring

- **General Update** – The HPDE will be April 6-7 at Buttonwillow. We’ve received the contract from the track and Lisa is reviewing it. She will get the contract signed once the review is complete. We will have participation from both Golden Gate and Central Cal chapters. Lisa will be scheduling HPDE committee meetings in the near future to get planning going. Anyone interested in participating should contact Lisa, particularly if anyone is interested in taking the lead on this event in 2025.

Equipmentmeister Report – Matthew Baratz

- **General Update** – No report, not present

Social – Catalina Uhler

- **Social Media Followers report** – Our Facebook page has 1922 followers, up 4 from last month. The Facebook group has 3261 followers, up 12. We have 2129 Instagram followers, up 22. And we have 696 Twitter/X followers, the same as last month.
- See Event Planning section below for more event info.

Wachsmeister Report – Neil Daly

- **General update** – Brett walked Neil through the process of requesting an event date from the Port Authority. The tentative date is July 28, but it’s not yet approved by the Port Authority. This is also the final day of Comic Con, so the date may change. Neil would like to know what we feel a successful event would look like, from the Board’s perspective. Rudy indicates that success would be members being engaged in the event and inspired to help out. Cat says that this is one of our iconic events, and it’s very visual and memorable, being on the Bay, and we are trying to grow the charitable fundraising. Steve suggests we should work on sponsorship opportunities for this event, and we should consider issuing a press release and getting some local media out to cover the event. Neil suggests getting some new Chapter membership signups at the event is another measure of success, and Matt Gage agrees. Lisa also pointed out that adding a focus to attract new and younger potential members would benefit the club, such as the tuner/modified category we added last year. Rudy adds that if we promote the event heavily and “sell out” the spots before the event date, that would be a great success.

Webmeister Report – Rudy Banuelos

- **General Update** – Rudy has put the autocross updates on the website and set up email aliases for new Board members. Our domain renewal will be coming up soon, so Rudy will keep an eye out for that.
- **Canva update** – Rudy created an account for himself, and has been investigating how we would use it. Matt suggests this be discussed further in a Communications Committee meeting,

EVENT PLANNING

Dec 16 – San Diego Cars and Octane Recap – Cat Uhler

- This was a good event in a good location and with a good turnout.

Jan 27 – Meet & Greet – Cat Uhler

- The event will be at Cocina del Charro. We have gotten an extension to January 22 for the RSVPs. It's \$40 per person for the buffet, but tickets are \$25 per person and the Chapter is picking up the difference. Cat suggests we set a limit on the number of people attending to limit the Chapter's expenses. The restaurant has a minimum of 30 people. Greg is proposing we cap it at 50 people. **MOTION** by Cat that we spend up to \$1000 (\$750 for 50 people plus other incidentals such as the trivia contest prize). Motion seconded and passed.

Feb 3 – Autocross – Greg Uhler

- See Autocross Director section

Feb 17 – Performance Center – Dan Tackett

- 96 of 100 spots are taken and we expect this to be sold out soon.

March 3 – Tour – Matt Gage

- Matt has not planned the route yet.

March 9 – Women's Only Event – Cat Uhler

- A planning meeting is scheduled for January 16.

Event proposals –

- Cars & Coffee (or other event) with Garage Collective – Cat Uhler – No update
- Tech Session: Oceanside Motorsport – Neil Daly – To be discussed next month.
- K1 Speed Winchester – Cat Uhler – No update
- BMW of Carlsbad Open House – Cat Uhler – No update
- BMW of El Cajon Event – Cat Uhler – No update
- New Ceramic Pro Miramar Location – Matt Gage – Dan Tackett will discuss a potential tech session with them next week.

GENERAL TOPICS / NEW BUSINESS

Nametags needed – Lisa Goehring

- We need nametags for Rudy, Steve Hovland, Cat, Bryan, Brett, Lisa, Matthew Baratz, Dan, Steve Dais, Neil, and Ron
- We also need nametags for the autocross instructors and staff.
- We also will allow members the opportunity to purchase nametags.
 - No update

The virtual meeting was adjourned at 8:18 pm.

Event Planner 2023-2024

- Jan 27 – Meet & Greet

- Feb 3 - Autocross
- Feb 17-18 - Performance Center event weekend
- March 3 - Driving Tour
- March 9 - Women's Only event
- April 13 - Autocross
- April 6-7 - Buttonwillow HPDE
- June 15 - Autocross
- June 23 - Tour
- August 3 - Autocross
- September 15 - Driving Tour
- October 5 - Autocross
- December 7 - Autocross
- December 15 - Driving Tour