

IOWA CHAPTER BMW CCA

BMW Car Club
of America
Iowa Chapter



Minutes of Meeting
Board of Directors

Saturday April 16, 2011
Des Moines Library 10:05 am

Members Present: David Trachtenberg, Fred Bell, Cindy Dolmage, Dave Brighton, Jeff Daly, Manoj Tomar, Chris Kjellmark, Ryan Smith, Mike Myers, Alison Bell

Call to Order – The meeting was called to order by President David Brighton

Approval of Minutes-Minutes had previously been distributed via email by David Trachtenberg following the last Board Meeting.

MOTION (Mike/Chris) to approve minutes as presented. **MOTION CARRIED** with all present voting “yes.”

I. Treasurer Report

Ryan sent out the financial reports via email prior to the meeting. He reported that he was able to balance QuickBooks and the bank statement. Ryan also reported that he was able to obtain a debit card with a \$500 limit. We had a discussion surrounding ad revenue...especially the expected increase in ad revenue due to our new site and the fact that this revenue is taxable. **MOTION** (David T./Cindy) to accept Treasurer report as presented. **MOTION CARRIED** with all present voting “yes.”

II. Social Activity Report

New Socials Added: September 12th at Old Chicago in Ankeny. It was reported that the last social in Des Moines and the socials in Cedar Rapids had poor attendance.

Picnic: July 16th/Shelter 4 at Easter Lake in Des Moines. Don Van Langen will be doing the main meal, which will have a Moroccan theme. Attendees will be asked to bring side dishes. We will need a generator. David T. to contact Nehru regarding obtaining the generator.

I-Cubs—August 7th: 3:05pm game and \$20/person. Prior to the game, we will stand by the cars we are showing to promote the club.

September event---Alison reported that she spoke to Rick Prevette regarding doing a tech session at his facility. He is willing and the event will be held on Saturday the 24th of September.

III. Driving Events Report

Rally---April 23rd. The rally which will be chaired by Jeff Daly will begin at Gray’s Lake in Des Moines. The event start will be from 8-10:30am. The event will end at 1:30pm and signup will be on Motorsport.reg. Lunch will be at the final destination of the event.

QC Drive to Car Show--- Drive to Vintage Car Show---Maquoketa—April 30th

Karting: May 22nd: The event will take place at 61 Kartway in Delmar, Iowa The event will begin at 1pm. Lunch will be prior to the event. We will need to start advertising this event through the email blast.

LDDS—Fred reported that we will need more sponsors and volunteers for the event. In addition, we'll need to start publicizing the event more, since only 15 are signed up so far. We had a discussion regarding using the \$10 off coupon for events and made the decision that coupons would need to be sent in for them to be redeemed.

Fall Colors—Nothing to report at this time

IV. Communications Report—Webmaster-Newsletter

Website update/advertising discussion---Manoj reported that our new site is now live and that the page view has increased. We reviewed potential advertising fees and talked about potential advertisers. In the future, each board member will be asked to contact businesses where they have some type of relationship...attempting to sell advertising on our site. Manoj will do some research to find another vendor for our gallery and will report back at the next meeting.

Ryan suggested that we have a forum on the site instead of using Yahoo...which hasn't been popular. It was decided that for the time being, Manoj would add a link on the site to the Yahoo forum. If we continue to use Yahoo, Manoj will need Administrator access.

Communications Coordinator Duties: Chris distributed a communications protocol draft for the board to review.

Newsworks report/business cards: Ryan passed out the new business cards. Board members were asked to distribute these to promote the club.

V. Membership Report

Cindy reported that we had 5 new members in March and that our total number is about 411. She also reported that she filed for our charity matching funds.

VI. Old Business

Automatic Debits: Ryan to set up auto debits for some of our bills

Bank account signatories: David T., Ryan and Jeff went to the bank and are now set up as the signatories.

Board Job Descriptions: The Advertising Coordinator description will need to be turned in. Nicole will write and turn in.

Event Checklist: We reviewed the list and made sure that we were on track for upcoming events.

VII. New Business

Mini owners group---Willis Auto Mall: Dave B. and David T. will meet with Willis to discuss advertising.

The meeting ended at 11:55am. The next meeting will be on the 21st of May—10am at BMW of Des Moines.

Respectfully Submitted,

David L. Trachtenberg
Recording Secretary