

IOWA CHAPTER BMW CCA

BMW Car Club
of America
Iowa Chapter



Minutes of Meeting
Board of Directors

Saturday May 21, 2011
BMW of Des Moines 10 am

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

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

I. Treasurer Report

Ryan presented the financial reports during the meeting. He reported that accounts are balance and went through the check detail sheet with the board. Fred recommended that Ryan send a backup of his information to Dave Brighton. Dave will get a copy of Quickbooks for this backup. Ryan will also do a yearly audit of the club’s fixed assets and tools. **MOTION** (David T./Jeff) to accept Treasurer report as presented. **MOTION CARRIED** with all present voting “yes.”

II. Social Activity Report

New Socials Added: October 18th at Hessen House and November 8th at A Dong. Mike recommended that we remove the advertising for the Cedar Rapids socials from the site, since there has been little to no turnout.

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. Fred will check on the possibility of getting a generator to use.

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. David T. reported that he now has 35 tickets to sell. Chris will make sure that a message goes out on our various media outlets reporting that tickets are now available for sale.

September event---September 24th....tech session at Prevettes.

German Car Show—Alison will call Jack Kramer to firm up the date and time for this October event.

III. Driving Events Report

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. Mike reported that all details are set for this event and that about 15 people are signed up.

LD DS—Fred reported that Rick Talbot was asked to be the volunteer coordinator for this event. Scott Smed will be the Chief instructor. At this time, about 35 students are registered. Our target is at least 46 students. This year’s Packet party (to put together the paperwork for the school) will be held at Fred’s house at about 6:30pm on the 8th of June.

Fall Colors—David T. reported that he spoke with Dana and that the hotel has been booked for the event and the route has been decided. The tour will be the weekend of October 22nd, 2011.

Fall Photo Rally—Nothing to report at this time. Nicole will be in charge of this Eastern Iowa event.

IV. Communications Report—Webmaster-Newsletter

Website update/advertising discussion---Manoj reported that we are now ready to go with advertising. He mentioned that Nicole put together a .pdf file that will be presented to potential advertisers giving information on our club/site and pricing. He also mentioned that in April, we had 792 unique visits to the site.

Advertising discussion/Coordinator job description: Nicole will put this together and send to David T. David T. will compile this with the rest of the job descriptions and send to the board for approval.

Newsworks report: There was a discussion regarding making sure that all advertisers are being billed for their ads on a regular basis.

V. Membership Report

Dave B. reported that Cindy, who will be spending additional time in Florida will resign from the Board at this time. Cindy was supposed to have sent thank you notes to vendors who sent items for our recent Annual Meeting. David B. will make sure that this has been completed and if not, send them out himself. David B. asked that we keep our eyes open for a new At Large member who will handle Membership. David B. will put together a new job description for the Membership Coordinator position and send to David T to compile with the rest. Cindy reported through email that we now have about 471 members in Iowa.

VI. Quad City Report

Kevin was unable to attend the meeting, but sent out a report through email. He reported that there were 13 attendees for the recent Torque Fest event. He expects that this will become an annual event for Eastern Iowa.

VII. Old Business

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

VIII. New Business

Visit to all Iowa BMW Dealerships: Dave B. will be visiting dealers in the near future and hand out packets... discussing our club and sponsorship opportunities.

Event mishap spokesperson: It was reported that Mike Myers is the spokesperson

The meeting ended at 11:25am. The next meeting will be on the 19th of June—2pm somewhere in Grinnell IA.

Respectfully Submitted,

David L. Trachtenberg
Recording Secretary