

# IOWA CHAPTER BMW CCA

BMW Car Club  
of America  
Iowa Chapter



Minutes of Meeting  
Board of Directors

Saturday July 16, 2011  
Easter Lake Park 9:30 am

*Members Present:* David Trachtenberg, Fred Bell, Dave Brighton, Manoj Tomar, Chris Kjellmark, Alison Bell *Guests present:* Lynne Bell, Dana Schrader

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

**Approval of Minutes**—Minutes had previously been distributed via email by Nicole (filling in for David) following the last Board Meeting.

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

## I. Treasurer Report

Ryan was unable to attend the meeting, but sent the financial reports out via email prior to the meeting. Ryan reported that the Driver’s School was successful financially. He also reported that he is still waiting for the insurance refund from the April Quad Cities drive. In addition, we are waiting for the \$1500 sponsorship payment from BMW of Des Moines for the Driver’s School and funds from many of our newsletter advertisers. **MOTION** (Fred/Chris) to accept Treasurer report as presented. **MOTION CARRIED** with all present voting “yes.”

## II. Social Activity Report

**Monthly Socials:** Now set through the end of the year.

**I-Cubs—August 7<sup>th</sup>:** 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 had tickets to sell at the picnic.

**September event---**September 24<sup>th</sup>....tech session at Prevettes. 10am to noon.

**German Car Show**—Dave B. will contact Jack Kramer to firm up the date and time for this October event.

**Fall Color Tour---**Weekend of October 22<sup>nd</sup>. Dana reported that there is a \$300 deposit for the boat that will be due in September with a 20 person minimum. The cruise is \$40/person and the hotel is \$80. **MOTION:**

(Manoj/Alison) Pay the deposit for the river boat cruise. **MOTION CARRIED** with all present voting, “yes.”

**O’fest:** The Bells will be the contacts for our chapter.

## III. Driving Events Report

**Fall Photo Rally**—nothing to report at this time.

**Spring Drive**—nothing to report at this time.

## IV. Communications Report—Webmaster-Newsletter

**Website update/advertising discussion---**Manoj reported that we currently have about 600 unique visitors to the site and that about 60% of the traffic is local. The goal is to have about 1,000 visitors/month in order to interest potential advertisers. Dave B. and Mike Myers will meet shortly with potential advertisers.

**Communications Report:** Chris reported that all of the socials are now on the site. It was suggested that we publish the date of the next board meeting and Chris will take on that duty.

**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**

Manoj was on the recent National conference call and reported that all functionality from the previous National Site is not yet available on the new one. Member lookup is one of the functions that is not yet available on the new site. Dave B. reported that June membership data is not out yet and that our chapter retention rate has been good.

## **VI. Quad City Report**

Kevin was unable to attend the meeting, but sent out a report through email. He reported that there will be a Social event on August 9<sup>th</sup> and that there will be an event in conjunction with the Quad City River Bandits Baseball team on August 21st. Cars will be driving around the warning track of the field. Game time 12:30pm.

## **VII. Old Business**

**Mini owners group---**Dave B. spoke with Roger Sitterly regarding the Mini Group in this area. He asked Roger to write an article for our newsletter on a regular basis to get more Mini owners involved with the club.  
**Membership Chair:** Dave B. asked that we let him know if we know of anyone who might be interested in this position on the board.

**Email motion prior to meeting:** Fred **motioned** that in addition to the money we raised at the driver's school, our chapter put in an additional amount, so the total would be \$500 which would go to the Red Cross flood relief efforts. Jeff Daly seconded the motion and after email voting, the **motion carried** with all voting, "yes."

## **VIII. New Business**

**National Chapter Call:** Manoj was on the call and reported that we need to upload our newsletter each month by way of the new National site.

**The meeting ended at 11:00am. The next meeting will be on the 7<sup>th</sup> of August at 11:30am at Legends on Court Ave. in Des Moines prior to the Cubs game.**

Respectfully Submitted,

David L. Trachtenberg  
Recording Secretary