

IOWA CHAPTER BMW CCA

BMW Car Club
of America
Iowa Chapter



Minutes of Meeting
Board of Directors

Saturday, Dec. 10, 2011
Urbandale Public Library, 10 a.m.

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

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

I. Treasurer Report

Lost \$724 for the month of November, mainly because of newsletter. Down \$877 for the year as opposed to \$1,600 last year. Main things causing that are the annual dinner last year we lost money on. The rebate for the Quad Cities drive was never sent in, so we won't get that money back. Fall colors tour was revenue neutral as we got all those rebates back. Video Game tech session we just charged the room rental.

MOTION (Jeff/Fred) Approve Treasurer Report. **MOTION CARRIED** with all present voting, “yes.”

II. Social Activity Report

Monthly Socials: Mulletts is coming up Monday, Dec. 12. January's is at Appare across the street. The Jethros that just opened is set for February and has been busy. Group drive to Rube's in March set up by Jeff Daly, meeting at BMW of Des Moines around 5:30 p.m. Waiting until next meeting to set April's monthly social.

Annual Dinner: Alison stated she needs checks to reserve the caterer. She needs 50% of the balance 30 days before the event, then the balance is due the day of the event. Jacob North emailed the invoice to pay for Save-the-dates. Setting up a voucher to put in the Newsworks, and determining a free item for each member. Brighton encouraged the board to start thinking of nominees for the various awards. The board will ask Mike Bengé to present the awards.

Possible January Event: The board decided to hold the event on Sunday, Jan 22 at 5 p.m. and eat afterward at AllPlay. Will buy 10 tickets ahead of time to reserve a block. Will set up with Paypal and tell them to send a check to the club's P.O. Box. Board decided to charge \$10 for a \$20 sideline ticket. Deadline is a week prior, January 15. Nicole will check with Ed to be sure when the latest date can be that we date.

III. Driving Events Report

Spring Drive: Mike Myers sent out an email before the meeting and was unable to come today because he's sick. He asked for any help from someone for the spring drive in March 25. It's just a group drive, while the April drive is the usual rally.

Driving school: Fred talked to the track manager and we're still signed up for the second week of June.

Regional DE plan: There was talk of Sunbelt, Kansas City-Missouri and all regional clubs doing one large event. Jeff has been pushing those clubs to get a date, but hasn't gotten any feedback from them. General consensus was that as long as this event doesn't overlap our events, it might work in the late July or early August frameworks.

IV. Communications Report—Webmaster-Newsletter

Communications Report: Chris Kjellmark said he was still having problems posting on the national website. David Brighton said the national website is upset that local clubs aren't using their website more. Manoj called national to talk about this, but didn't get a hold of anyone. Chris K. will get blasts out on the upcoming events soon.

Website update/advertising discussion: Manoj called Doug Witosky about advertising and didn't hear anything back from him. Manoj will be completing more calls to more potential advertisers. David Brighton also hasn't been able to get around to some of the calls he had planned on, but was hoping to make second rounds soon.

Newsworks report: Nicole went over the ballot and annual dinner voucher with the board to put in the Newsworks. She has been way too busy to work with Stefan on prices for potential newsletters so wants to table the discussion for a future meeting. David Brighton added that we rejected an article submitted to Newsworks, a first ever. He kindly informed the member that we typically accept articles from members that promote club events, etc. and that we don't want to promote another club. Chris K. suggested we reach out to that member and ask them to do a member profile, which Nicole will be doing.

V. Membership Report

Membershipcards, reminder-renewal-welcome: David Brighton recently had a conference call with national and every club president said their numbers were far off from the numbers we usually have. The board checked their numbers and they were a little off. David B. said that Mike talked on the call about setting a set of standards for each chapter including meeting membership standards. Dave said that the president's on the call said they wouldn't participate if those changes were made.

Board member nominee/Membership chair: We nominated Steve Beck of Iowa City, who is also looking to do membership chairman duties. This member has come to several events lately, he is from Eastern Iowa and would be a good addition to the board.

National membership conference: Fred attended a national conference in Kansas City and reported to the board what he took away from the event. National wants the clubs to do a better job of retaining members, since we only retain about 25% of the club. We need to explore what we can do to keep members in the club. A lot of chapters talked about going to an online version of the newsletters, while some liked the opt-out option. Then, what happens to the newsletter rebate if they don't print a newsletter. Also, the thought would be to have a 4-5 chapter newsletter and for those that have some reason to work together. That might hurt advertising as many dealerships can't advertise in someone else's market. The board suggested that when we do our constant contact, that we add other chapter presidents to the list so they know of our events. One thought that was thrown out is that each board member take a group of members each month and personally reach out to them and invite them to events.

VI. Quad City Report

Holiday party at Kimberly BMW, Dec. 15: It's set, some folks might go.

VII. Old Business

Shirts: We got the defective t-shirts replaced and asked that we could maybe give them half of proceeds from the defective shirts. We also got smalls for the women.

VIII. New Business

The meeting ended at 12 p.m. The next meeting will be on Saturday, January 14 at the Urbandale Public Library at 1p.m.

Respectfully Submitted,

Nicole Jobst
Newsletter Editor