

IOWA CHAPTER BMW CCA

BMW Car Club
of America
Iowa Chapter



Minutes of Meeting
Board of Directors

Saturday February 10th, 2013
W. Des Moines Library 2:00pm

Members Present: David Trachtenberg, Fred Bell, Dave Brighton, Mike Myers, Alison Bell, Jeff Daly, Niki Smith, Ryan Smith, Chris Kjellmark *Guest:* Becky Brighton, Rick Talbot

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

Approval of Minutes-Minutes had previously been distributed via email following the last Board Meeting.
MOTION (Alison/Fred) to approve minutes as presented. **MOTION CARRIED** with all present voting “yes.”

I. Treasurer Report

Ryan distributed the financial reports prior to the meeting and made the following report: Mike Wiskershen is no longer available to review our books, since he is now in Arizona. Ryan stated that he found another CPA who did the review and will provide a report shortly. He also reported that checks were written for Iowa Energy tickets and to Jacob North. There was a small loss for the month. **MOTION** (Jeff/Niki): accept treasurer’s report as submitted. **MOTION CARRIED** with all present voting, “yes.”

II. Social Activity Report

Monthly Socials: Feb. 11th at Confluence near Grey’s Lake in Des Moines—6:30pm, March 12th at Buzzard Billy’s, April 9th at Royal Mile and May 14th at Appare.

Iowa Energy Game Follow-up: 13 tickets were sold to the game. Possible idea for next year---Bucs game.

Annual Dinner---Ed Arnold to chair. Event will be held at the Urbandale Golf and Country Club---February 23rd. Todd Magel from channel 8 to be guest speaker. So far, about 50 have registered.

III. Driving Events Report

Spring Drive—**March 23rd**-Pella to Des Moines, which will include Skunk River Restorations and Karl’s Kustom Corvettes. Mike Myers is the Chair of the event. The drive will begin at 10am from the Square in Pella.

Photo Rally-April 20th—Chris Kjellmark and Jeff Daly are the Chairs. The rally will start from Des Moines BMW with a presentation of Helmets and sizing’s and Breakfast (provided by BMW Des Moines) starting at 8:30. The Photo Rally portion will start between 9:00 and 9:30

Flat Out Classic— **Driving School**--April 26-28 in Topeka.

Street Survival—May 18th at the Newton Speedway—Registration is now open and instructors are needed.

Longest Day Driving School---June 7-9. Fred Bell is the Chair.

Fall Colors Drive—Dave Brighton met with BMW of Dubuque who wished to sponsor the event. There was talk of a dinner cruise and possibly having the Minnesota Chapter meet us. In addition, there may be a driving event with new BMW’s at a nearby airstrip.

IV. Communications Report—Webmaster-Newsletter

Communications Report---Chris reported that all first quarter events have been added to the National Site and he will update more soon. He will also be doing a blast email regarding the upcoming social.

Website update/advertising discussion---Manoj was unable to attend the meeting, but reported that traffic on our site hasn't increased lately. He also reported that Earl's Tire needs to renew advertising for beyond February.

Newsworks Report: Niki reported that she will be doing an upcoming article on companies that provide club members with a discount, like Brooks Brothers for example.

V. Membership Report

Dave reported that we had 6 new members, 24 renewals, 5 lapses for a total membership of 477. He reported that our chapter has the highest retention rate in the nation at 86.8% with a 5.4% growth rate.

VI. Quad City Report

Gaylan wasn't at the meeting, but reported that he would like to do an Eastern Iowa tech session at Kimberly BMW.

VII. Old Business

Web Store Report: Dave reported that there have been no sales lately. He will be ordering some items that will be sold at the Annual Meeting.

Membership Chair Position---we are still searching for a member to take on this responsibility.

North Central Caucus Report: Some great ideas came out of this meeting in Detroit which included revising the calendar which appears in the dealership, reward non-board members for participation and making sure that members can find things easily on our site.

Forms due to National: we reviewed the various forms which are due soon to National.

VIII. New Business

Dave B. reported that we are required to come up with a Strategic Plan for our chapter by May 1. Dave will be joined by Alison and Chris to help formulate the plan.

The meeting ended at 4:00pm. The next meeting will be on March 10th at 2pm at the West Des Moines Library.

Respectfully Submitted,

David L. Trachtenberg
Recording Secretary