

IOWA CHAPTER BMW CCA

BMW Car Club
of America
Iowa Chapter



Minutes of Meeting
Board of Directors

Sunday June 2, 2013
Hiawatha Library-Cedar Rapids 2pm

Members Present: David Trachtenberg, Fred Bell, Dave Brighton, Alison Bell, Niki Smith, Ryan Smith, Chris Kjellmark, Mike Myers Guest: Becky Brighton, Mike Bengé

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/Chris) 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: The chapter showed a small profit for both the month and year so far, due in part to driving school registrations. One major check for the month is for LDDS insurance and will not be refundable. **MOTION** (David T/Fred): accept treasurer’s report as submitted. **MOTION CARRIED** with all present voting, “yes.”

II. Social Activity Report

Monthly Socials June 10th at the Johnston Sonic, July 8th at the Johnston Sonic. August 13th—Royal Mile, September 10th---El Bait Shop.

Annual Picnic—July 13th in Cedar Rapids. .Kolin Brighton to chair. .more to follow.

Iowa Cubs---August 11th at Principal Park. Game at 1:05pm. David Trachtenberg to chair. Tickets on sale now.

III. Driving Events Report

Street Survival Wrap-up—The event took place at the Newton Speedway and was very successful. There were 20 students and this venue is able to hold many more if necessary for the future. Channel 13 was there a filed a report.

Longest Day Driving School---June 7-9. Fred Bell is the Chair. Fred reported that at this time, 52 students are registered, including 3 1 day students. This year the income from parade laps during lunch will go to Animal Lifeline of Iowa. Markel BMW will be a major sponsor of this event.

Fall Colors Drive (Oct 19-20)—May be combining with North Star Chapter. Nothing to report at this time.

QC Street Survival---The date has been changed from the 13th to the 6th of October. Nothing more to report at this time.

Street Survival this fall (Central Iowa)—May possibly be the same date (October 6th) as Quad City event. More to follow.

IV. Communications Report—Webmaster-Newsletter

Communications Report---Chris reported that there have been quite a few hits on Pinterest during the month and that National is aware of all of our upcoming events.

Website update ---Manoj was unable to attend the meeting, but reported that traffic is down slightly on our site, but page views are up slightly...people spending more time on the site. Currently, we have 2 advertisers on the site...Earl's and LemonFree.com.

Newsworks Report: Niki reported that she is all set for upcoming articles including, member spotlight, LDDS wrap-up, Street Survival wrap-up and upcoming O'fest. She also reported looking into some newsletter pricing from Enthusiast Media Group, but found the pricing to be close to what we have with our current vendor.

Currently we are breaking even with Newsletter cost due to income from Web Site and Newsletter advertisers.

MOTION (Mike/Chris): Leave our advertising rates for the site and newsletter the same without increase at this time. **MOTION CARRIED** with all present voting, **YES**.

V. Membership Report

Dave reported that we have 471 members with 14 renewing

VI. Quad City Report

Nothing to report at this time.

VII. Old Business

Web Store---Dave reported that we have no sales at this time. A decision was made to change our logo on the merchandise to make it more attractive to potential buyers.

National survey---Dave B asked how many of us filled out the survey.

VIII. New Business

Mike reported that we will no longer be able to have karting events in Eastern Iowa at the former location. We may add a new September event. More to follow.

The meeting ended at 3:30pm. The next meeting will be on July 7th in Ft. Dodge at 2pm. Place to be determined.

Respectfully Submitted,

David L. Trachtenberg
Recording Secretary