

IOWA CHAPTER BMW CCA

BMW Car Club
of America
Iowa Chapter



Minutes of Meeting
Board of Directors

Sunday November 17, 2013
Sam and Louie's 3:30pm

Members Present: David Trachtenberg, Fred Bell, Dave Brighton, Alison Bell, Mike Myers, Manoj Tomar, Jeff Daly, Niki Jobst-Smith, Ryan Smith *Guest:* Becky Brighton

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

I. Treasurer Report

Ryan reported that we showed a profit for the month and for the year so far. There will be one more Newsletter expense for the year. Our budgeting for the year was right on...reporting a small profit. Ryan also reported that our advertisers are billed twice per year. Finally, Ryan presented three possible ideas for using our \$1,000 award earnings: 1) Help pay for auto show trip 2) pay for dinners at socials 3) Pay for speaker at annual dinner. The board decided to use the funds to help offset the cost of the Annual Dinner speaker. **MOTION** (Mike/Alison): accept treasurer's report as submitted. **MOTION CARRIED** with all present voting, “yes.”

II. Social Activity Report

Monthly Socials-- January 14th—Appare, February 11th Jethros in Waukee, March 11th—Plaza Mexico in Johnston

Prevettes detailing event—November 23rd at 10am

Chili/Video Event—Ankeny Animal Rescue League—December 7th 11am. 5452 NE 22nd Street. Chairs for the event are Ryan and Nicole Smith. Niki presented the idea of doing Facebook ads for this event to target individuals who have an interest in BMW's/gaming, etc. In addition, this idea could be used for future events.

MOTION: (Jeff/Alison)—Budget \$20/month for Facebook Advertising Concept. This to be used for three non-consecutive months. **MOTION CARRIED** with all present voting, “yes.”

Annual Dinner---February 22nd at Zimmerman BMW in Cedar Rapids. David B. and Ryan are both working on getting a speaker for the event. David B. will be contacting Jacob North regarding reminder cards being sent for the event.

III. Driving Events Report

2014 Drivers School—Fred reported that there is no news at this time. We are still waiting to hear about a possible sale of MAM.

IV. Communications Report—Webmaster-Newsletter

Communications Report---Chris was unable to attend the meeting, so nothing to report at this time.

Website update ---Manoj reported that traffic has been down on our site and that he cleaned up the classified section of the site.

Newsworks Report: The next issue will be in January. Niki spent some time discussing possible increased presence at events with Facebook Advertising.

V. Membership Report

David B. reported that we have 474 members with 17 renewing and a very high retention rate of about 86%.

VI. Quad City Report

The co-Governors were unable to attend the meeting, but are putting together a list of events.

VII. Old Business

Web Store---David B. is having our current inventory sent to us to use at upcoming events such as the Annual Meeting. Moving forward, we will be using “A Stitch Above the Rest” in Ft. Dodge and doing 1 item at a time, depending on season.

Chicago Auto Show—February 15th to be chaired by Rick Talbot. \$80/person.

National Chapter Congress---March 14-16 in Dallas. So far, David B., David T., Jeff Daly will be attending.

Points System Review—There was a review of our current system along with some recommendations for change. **MOTION: (Alison/Manoj):** For 2014, the points system will be changed to the following and added to policy. In addition, points will not be awarded in the ordinary course of a Board Member’s duties....such as the President’s column in our newsletter.

- ✓ Chair an event - 10 points
- ✓ Sign up a new member* - 10 points
- ✓ Attend your first event - 5 points
- ✓ Assist with an event - 5 points
- ✓ Write an article for the newsletter - 5 points
- ✓ Attend O’fest - 3 points
- ✓ Bring a potential new member to an event - 3 points
- ✓ Attend a regular event – 2 points
- ✓ Attend an informal social – 1 point

**If you sign up a new member, a referral must be made to the secretary.*

MOTION CARRIED with all present voting, “yes.”

VIII. New Business

BMWCCA Foundation Matching Pledge Drive—David B reported that there will be a Relocation of the National Office/Library/Archives/Foundation to a location east of the performance driving school. There will be a donor match up to \$250,000. David asked that we considering pledging.

North Central Region VP---David B. reported that Mike Lingenfelter's term will be up shortly as our Regional VP due to term limits. Volunteers are encouraged to run.

The meeting ended at 5:00pm. The next meeting will be on December 15th at 2pm at the West Des Moines Library.

Respectfully Submitted,

David L. Trachtenberg
Recording Secretary