

IOWA CHAPTER BMW CCA



**Minutes of Meeting
Board of Directors**

**Saturday October 30, 2010
BMW of Des Moines 10am**

Members Present: David Trachtenberg, Fred Bell, Kolin Brighton, Mike Bengé, Dana Schrader, Dave Brighton, Jeff Daly
Call to Order – The meeting was called to order by President Fred Bell

Approval of Minutes—Minutes had previously been distributed, via e-mail.

MOTION (Dana/Mike B.) to approve minutes as presented. **MOTION CARRIED** with all present voting “yes.”

I. Treasurer Report

Cindy could not be at the meeting, but sent out the financial reports prior to the meeting. Cindy reported that we have \$8,379 in the check book and it balanced against Quickbooks. Cindy reported that she received \$1200 of the \$1700 so far which was billed to advertisers. The monthly rebate from National currently is settling in the \$525 to \$550/month range, and this gets eaten up by the Newsworks cost. Again this year our spending will exceed our income, so we need to continue to think of ways to trim expenses and possibly ways to generate revenue.

MOTION (David T./Mike B.) Approve Treasurer report as presented. **MOTION CARRIED** with all present voting “yes.”

II. Old Business

Eastern Iowa Membership Initiative: Fred and Dave B. will agree on a date in the near future to visit the Davenport and Dubuque BMW dealerships, getting them more involved. They will see if either of these dealerships have an interest in picking up club memberships from individuals who buy cars from them.

Cedar Rapids/Iowa City Socials: Kolin reported that there was very poor attendance for the social he organized in the Cedar Rapids area. David T. recommended that Kolin organize Thursday evening social events at Kolin’s place of employment---Cedar Ridge Winery. Members could stop at the Winery after work for a drink and socialize with other members. Kolin agreed to organize this activity and he will report back on attendance. Fred expressed the importance going forward of making sure we coordinate our communication activity, since we now have many places for announcements including: our web site, the newsletter, email blasts, Facebook and Twitter.

2011 Fund Raiser—Hole in One Raffle: Dave B. reported that he spoke with a golf pro at the Waveland Golf Course about doing this event. It was suggested that he contact the Roosevelt Foundation, since they do this type of event yearly. Dave mentioned that the event would be in July of 2011. Dave spoke with the foundation, expressing our interest in getting involved. Dave will speak with BMW of Des Moines to see if they have an interest in sponsoring this event by including a BMW as the prize for a hole in one. Dave will report back on progress at a future meeting.

Officer/Director Candidate Recruiting: Dave T. presented the Board with a sheet showing which members participated in at least three events in 2009 and 2010. The purpose of the list was to get suggestions for possible future Board Members. Some suggestions were made and calls will go out. We will also use the November planning session to try and recruit. In addition, we hope that Fred's recent NewsWerks article regarding members nominating themselves or others for the Board will result in some names.

III. New Business

Website updates: Dana did a presentation for the Board on how to go into the Calendar on our site and make changes. It was decided that although any Board Member could make changes, Dana would need to look at all changes and approve. The function for the picture gallery wasn't working, but in a future meeting, or by email, Dana will let the Board know how to add pictures to our site.

IV. Committee Reports

Upcoming Socials: November 9th at Old Chicago in Ankeny and January 11th at Plaza Mexico in Johnston.

Show and Shine Wrapup: Kolin reported that we had a very small turnout for the event—probably 15 cars at the most. Dave T. reported that Jack Kramer expressed an interest in hosting this event yearly, as long as we cleared the date with him. We discussed some of the more successful Show and Shines we had over the years and talked about ways to increase attendance. One idea was to incorporate actual judging along with the annual picnic, since we get good numbers for that event. More to follow.

Fall Colors Wrap-up: Dave B. reported that there were 11 cars for day one, but only 11 people showed for the dinner. He reported that we may have some new members from the event, since there were 4 non-members. Dave talked about the difficulty with getting hotel and dinner reservations when we really don't know how many will show. Dana expressed an interest in working on the 2011 Fall Color Tour.

2011 Planning Party: November 7th. Noon at Old Chicago in Coralville.

Holiday Party: Kolin will chair the event which will be held at Cedar Ridge Winery in Cedar Rapids on December 11th from 7-9pm. He reported that the club cost may be more than originally expected. More to follow.

January Event: Fred is in the process of talking with EMC about hosting an event to either view the new X3 or do a general session regarding the current BMW lineup.

SuperBowl party: February 6th. Dave B. will check on a location and also see if one of our former party hosts might be interested in hosting this event.

Annual Dinner: Kolin will chair the event which will be held on March 12th at the new Kirkwood College hotel. Details to follow. The speaker will be BMW CCA's Executive Director, Frank Patek. Kolin mentioned that the food cost is expected to be higher than we had last chaired the function at Kirkwood.

The meeting ended at noon. The next meeting will be at 10:00am on November 21st at Hawkeye Stages in Des Moines

Respectfully Submitted,

David L. Trachtenberg
Recording Secretary