

IOWA CHAPTER BMW CCA

BMW Car Club
of America
Iowa Chapter



**Minutes of Meeting
Board of Directors**

**Saturday January 22, 2011
BMW of Des Moines 1:10pm**

Members Present: David Trachtenberg, Fred Bell, Nicole Jobst, Dave Brighton, Jeff Daly *Guests Present:* Manoj Tomar, Ryan Smith, Mike Myers, Alison Bell, Becky Brighton, Chris Kjellmark

Call to Order – The meeting was called to order by President Fred Bell

Approval of Minutes-Minutes had previously been distributed via email by Nicole Jobst who filled in for David Trachtenberg. Fred presented a few changes to the minutes and Nikki agreed to make the changes.

MOTION (Dave B./David T.) to approve minutes with the changes as presented. **MOTION CARRIED** with all but Jeff Daly voting “yes.” Jeff abstained.

I. Treasurer Report

Fred sent out the financial reports for Cindy, who has been out of the area for the winter. Fred reported that a CD which had matured was cashed in to beef up our check book balance. He also reported that the bottom line numbers for 2010 look like the deficit was quite a bit less than forecast. Once again, one of our chapter members, Mike Wiskerchen (CPA) will review our 2010 financial statements. **MOTION** (Jeff./Dave B.) Approve Treasurer report as presented. **MOTION CARRIED** with all present voting “yes.”

II. New Business

Web Site Advertising: A chapter member, Manoj Tomar presented some advertising ideas. He reported that with Web Site advertising, there is unlimited space...unlike the Newsletter. There can be rotating banners which use the same space. He recommended that certain individuals within the chapter have access to the site to add content. He stated that the home page would need to be changed to be able to add ad space. Manoj stated that an example of a small banner could bring in \$1500/year in ad revenue. He also recommended that we change the photo area to be able to add comments about particular pictures. The recommendation was also made to eliminate advertising in our newsletter and just have it on the web site. Prior to the next meeting, Manoj will speak with Dana regarding adding the advertising to our site.

Dates for 2011 Events Calendar:

February 6th: Superbowl party at Craig Nelson’s place in Ankeny, IA. The event will be a potluck.

March 12th: Annual Meeting in Cedar Rapids

April 23rd: Photo Rally in Des Moines. Jeff Daly to chair with help from Dana in putting together the route.

May 22nd: Karting Event

June 10-12: LDDS

July 16th: Picnic at Easter Lake in Des Moines

August 7th: Iowa Cubs Game at Principal Park

September 24th: Dinner Train in Boone, IA

October 10-16: O’fest

October 1st: Show and Shine at J and J Motorsport in Cedar Rapids

October 22nd-23rd: Fall Color Tour

November 5th: Photo Rally/Chili potluck

November 20th: Planning Meeting

December 3rd: Tech Session

LDSS Event Committee: A list will be sent out showing all responsibilities for the school. We will be looking for an event chair for the driver's school. Either Scott Smed or Fred Bell will be the Chief Instructor.

Annual Awards—Member of the Year, Sponsor of the Year, Cutting it Fine: **MOTION:** (David T/Jeff)—former winners of the Member of the Year award will choose the next winner. **MOTION CARRIED** with all present voting “yes.” The Board decided on the winners of the Sponsor of the Year and Cutting it Fine...which will be presented at the annual meeting. David T. to contact Mike Bengé regarding having the former winners choose Member of the Year for 2010.

Chapter Forms due to National: David T. reviewed all of the forms that are now due. We discussed who is responsible for sending in particular forms.

North Central Region Chapter Congress: Fred/Mike Myers/David B and Jeff Daly will be attending this meeting in Chicago.

North Central Driving Tour: Fred reported on this event which will be September 15-18 and go from Wisconsin to Michigan.

III. Old Business

Eastern Iowa Membership Initiative: Dave B. reported on the event at Kimberly BMW in Davenport. It was well attended and there was great interest in putting together a “sub-chapter.” Kevin Kraft will be the “point person” in that area to create activities. Going forward, we will have a section in the newsletter and the web site for Quad City activities.

Cedar Rapids/IA City Socials: Kolin was not at the meeting, so there is nothing to report at this time.

2011 fundraiser---Hole in One Raffle: Nothing to report at this time. Dave Brighton will be doing more work on this activity.

Website---How to add pictures: Nothing to report at this time---Dana was not present at the meeting.

National website---chapter pictures needed: Our new logo was approved and Alison Bell did the required write-up about our chapter. Nicole Jobst agreed to choose some pictures from our site and send.

2011 Budget: There was some discussion regarding the 2011 Budget which Cindy sent out by email. We agreed to raise the fee for the Cubs Game outing from \$20/person to \$25. Mike Bengé sent out a proposed budget for the Driver's School. The hope is that we will break even on the event. BMW of Des Moines agreed to sponsor the 2011 Driver's School, providing \$1500. In addition, they agreed to sponsor the fall dinner train event...possibly providing wine. The way the budget stands, the expectation is that we could lose about \$3900 in 2011. **MOTION (Jeff/Dave B.):** Approved budget as presented. **MOTION CARRIED** with all present voting “yes.”

IV. Committee Reports

Upcoming Socials: February 8th—Appare, March 7th—Royal Mile, April 12th---Fat Tuesday.

Holiday Party Wrap-Up: Only a few attended this event at Cedar Ridge due to poor weather. Those who attended had a great time.

BMW New Features and Technology Session: Good turnout. Tim O'Brien from National did the presentation.

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

Super Bowl party: February 6th at Craig Nelson's place in Ankeny----potluck.

Annual Dinner: March 12th—The cost will be \$30/person and there will be a room block at the Kirkwood Hotel. It was agreed that we'll do a small memento for about \$5/person. We still need to contact vendors for door prizes.

April Photo Rally: April 23rd in Des Moines

Karting Event: May 22nd

LDDS: June 10-12

The meeting ended at 3:45pm. The next meeting will be on the 26th of February in Cedar Rapids. Time and place TBD.

Respectfully Submitted,

David L. Trachtenberg
Recording Secretary