

IOWA CHAPTER BMW CCA

BMW Car Club
of America
Iowa Chapter



Minutes of Meeting
Board of Directors

Saturday Sept 24th, 2011
Murphy's 1:00 pm

Members Present: David Trachtenberg, Fred Bell, Dave Brighton, Manoj Tomar, Alison Bell, Ryan Smith, Nicolle Jobst, Jeff Daly, Mike Myers *Guests present:* 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 by David Trachtenberg following the last Board Meeting.

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

I. Treasurer Report

Ryan emailed the financial reports prior to the meeting. He stated that he purchased some office supplies which were needed. He also mentioned that records more than 7 years old have been eliminated. He asked that in regard to event waivers, all information be included---including dates and title of events on every page. Ryan also reported that Constant Contact is now attached to our debit card for payment.

II. Social Activity Report

Monthly Socials: Now set through January of 2012.

German Car Show—The event will be October 2nd at J&J in Cedar Rapids. Jack is expecting over 200 cars for the event. The event will be from 8am to 4pm. Kolin will be doing the cooking.

Fall Color Tour---Weekend of October 22nd. The drive will start from Mt. Pleasant around noon.

O'fest: The Bells will be the contacts for our chapter. The event is October 10-15 and is in Birmingham, AL.

Planning Meeting: November 20th at Sam and Louie's on 86th Street---Alison Bell chair of event. The event will begin at noon.

Tech Session—December 3rd. Ryan Smith Chair---Ryan presented the idea of having a video racing event. More to follow.

John Deere Tour---January—Mike Bengé chair---Nothing to report at this time.

Annual Dinner—Alison Bell Chair---To be held at European Motor Cars of Des Moines. Alison will be working with Shawnie Denuce at the dealership to plan. The event will be the 18th of February. Tim O'Brian from BMW will be the speaker.

III. Driving Events Report

Fall Color Tour Oct 22-23—So far, we have 27 people registered for the event.

Fall Photo Rally/Chili Potluck—Nov 5th—Nikki will get in touch with Nicole Brighton (chair) for more information. There was some discussion about possibly doing the Chili Potluck with the Video Racing Event.

Spring Drive—Mike Myers Chair---Mike is planning a visit to an antique airplane museum in Blakesburg IA more to follow.

IV. Communications Report—Webmaster-Newsletter

Website update/advertising discussion---Manoj reported that we have between 400 and 500 visitors per month to the site and about 2500 page views/month. Some are coming through searches including Google. Dave Brighton reported that he is currently talking with various companies regarding advertising on our site. He spoke with Jordan from a new branch of Earl's Tire. Jordan is very interested in advertising with us and even wants to do an event in the parking lot of his location. Dave will continue to pursue advertisers---both local and internet.

Communications Report: Chris was unable to attend the meeting, but reported prior to the meeting that the current communication processes are working well.

Newsworks report: there was a discussion regarding looking at other Printing Companies and comparing prices, and possibly a different design. One that is being looked at is Jacob North in Omaha. More to follow. Nicolle also reported that the Mini Club has no interest in associating with or writing an article for our club. Nicolle also reported that many organizations have expressed an interest in writing articles for our site, in return for free advertising. She also reported that we've had some good feedback in regard to our "Member Spotlight" section of the newsletter and will continue to do this. Nicolle also reported that we will be doing a membership drive push with possible giveaways.

V. Membership Report

Dave B. reported that we are still unable to search members on the new National Site. We do get a monthly report which can be sorted, since it is in Excel format.

VI. Quad City Report

Kevin was unable to attend the meeting, so Mike reported on the recent River Bandits game. He reported that there were between 12 and 16 cars there and their drive around the interior of the park was well received. Kevin asked in an email prior to our meeting about the possibility of doing joint events with the Porsche Club and the Illini BMW Chapter. There were no objections, so we'll have Kevin proceed.

VII. Old Business

Iowa Cubs Game---David T. reported that the event was a sell-out and we stuck to budget. We will continue to do this annual event.

Membership Chair: Dave B. is still looking for a new Membership Chair. More to follow.

Salisbury House Concours: Dave B. gave Bill Dikis some contact names in regard to vintage BMW's.

Iowa Dealership Visits: Dave B. will be visiting the dealerships in the near future.

VIII. New Business

Merchandise: We had a discussion regarding doing some t-shirts/polos for member purchase at events. We'd like to start with 50 T-shirts with our logo. We may continue with sweatshirts/polos, etc.

David T. to contact Mike Rodin from Impact regarding some pricing. **MOTION: (Mike M./Alison)**—Do 50 t-Shirts in white and red. **MOTION CARRIED** will all present voting, "yes."

Street Survival—Eastern Iowa—There was a discussion regarding a possible Street Survival event in Eastern Iowa---possibly Cedar Rapids. More to follow.

**The meeting ended at 2:40 pm. The next meeting will be on the 30th of October.
Place and time to follow.**

Respectfully Submitted,

David L. Trachtenberg
Recording Secretary