

BMW CCA San Diego Chapter Board Meeting Minutes for February 7, 2023

The virtual meeting was called to order at 6:31 pm.

Board Members Present:

Matt Gage, Greg Uhler, Ryan Moore, Paul Silver, Steve Hovland, Lisa Goehring, Cat Uhler, Rudy Banuelos, Kim Dais, Bryan Gaier, Brett Litoff,

Members Present:

N/A

Secretary's Report – Paul Silver

- The January 2023 meeting minutes were approved as amended.
- There was an email **MOTION** by Greg Uhler to spend up to \$3500 to purchase a new autocross timing solution. The motion was seconded and approved.

Vice President's Report – Greg Uhler

- We have 7 new members, 38 renewing members, and 21 lapsed members, for a total of 1139 members. This is down 4 from last month and down 229 in the past twelve months.

Treasurer's Report – Ryan Moore

- The January 2023 financial report was sent to Board members via email. The club is in good financial condition. We had significant expenses for the upcoming autocross and for the member Meet & Greet. Ryan will be working on the Chapter financial statement to post to the website.
- **2022 Tax filing** – Ryan has not yet spoken with Tammy about the form the IRS said was missing.
- **Charitable Donations** – Ryan has not yet made the donation in Dennis Damon's memory.

President's Report – Matt Gage

- **Chapter Forms Submission** – Matt has submitted our yearly Chapter administrative forms to National.
- **Insurance Guidelines** – In the past we requested insurance only for driving events, but we also started getting insurance for other events such as Bimmers by the Bay. Matt has realized through discussions with Steve Stepanian that we should be requesting insurance for more events than we have been. This includes "unofficial" group drives to an event, Cars & Coffee events, etc. If the event organizer is comfortable making the insurance request, they can do so. If not, they can ask another Board member for assistance.

DIRECTOR REPORTS

Autocross – Greg Uhler

- **Feb 19 Autocross** – The autocross committee has purchased new timing equipment and a new PC. We've licensed the Pronto timing software, which has no up front costs, and has a per event cost. The timing system will be tested this Friday to ensure it will work properly. We have not guaranteed timing will be active at the event, but we would like it to be ready. We have all the instructors we need, and 12-14 staff. We have everyone we need to put the event on. We have three options for attendees, morning, afternoon, or all day. We have 24 people signed up, with 6 of them being all day. So we have 31 slots of the 60 already filled. We will continue to message people via social media and email blasts to promote the event and get more signups.

Communications Report – Steve Hovland

- There was a Communications meeting discussion about a mid-month email update to remind members of upcoming events. Steve hopes to have this ready by Wednesday. We should track our email open rate to determine if we are spamming our members too much. Our latest E-news had a 65% open rate. We should also measure the unsubscribe rate.
- We can use Constant Contact, too, for text campaigns and could send event reminders to members this way. The Communications team will investigate this and make a recommendation to the Board.
- We have 1800 followers on our Facebook Page, 2947 on the Facebook Group, 1580 on Instagram, 695 on Twitter

- We are investigating adding a Join button the Facebook page to help members join the club.
- The committee is discussing whether we should have an option for non-members to opt into emails such as our E-news.
- The committee discussed the Sponsor page, and have changed it to Partner page, and are only including those partners who are active with our club, removing those who are not. We should also consider highlighting partners on the website or E-news on a rotating basis.

Driving School – Lisa Goehring

- The first committee meeting was held the week before last. We have another meeting scheduled for Wednesday 2/8. The committee is working out the format of the event, and hope to have some details finalized in the next week or so.

Equipmentmeister Report – Vacant

- **New Tires** – Matt Gage for Matthew Baratz – We purchased new tires for the truck.
- **New tires covers** – Greg Uhler – Steve Hovland’s insurance agency will purchase and donate the tire covers.
- **Truck Needs Smog Check** – Greg Uhler – We will be getting the truck Smog checked so we can renew the registration.

Social – Catalina Uhler

- **Scheduling more Cars & Coffee events** – Cat contacted the San Diego Auto Museum, and they no longer have an events coordinator, so we will not have a Cars & Coffee there in March. Cat contacted the Shelter Island Cars & Coffee organizer, and we will be attending the event on March 4. There is a new group that meets in Mission Bay, sponsored by a tattoo parlor, and Cat wonders if we would be interested in participating. They have a wide variety of cars that attend. There is also a group in Bonsall that includes a drive after the event. Cat asks if we should space them out once a month, as some of these occur weekly. The consensus seems to be that we should put one a month on the calendar and rotate through the different groups.
- **Date for Scavenger Hunt** – We’ve selected March 25 as the date for this event. Cat is searching for a starting location. The event would be expected to take two hours, plus any time people would want to spend at each location. Cat suggests we have a one-hour meet up from 9-10am on that Saturday, and the Scavenger Hunt would begin at 10am.
- **Volunteers for organizing tech events** – Cat is seeking volunteers to help organize tech events, particularly for locations that we’ve previously discussed. If there is an event you would like to assist in planning, contact Cat. Cat will start an email thread with a list of potential places, and people can respond to volunteer.
- **BMW of Carlsbad** – BMW of Carlsbad’s building is almost complete and will be opening soon. This is the combination of BMW of Encinitas and BMW of Vista. The parts manager, Larry, has contacted us about having an event there.
- See Event Planning section below for more event info.

Wachsmeister Report – Matt Gage for Brett Litoff

- The Bimmers by the Bay committee had a meeting last month, and are meeting again Wednesday 2/8. The selected charity will be the San Diego chapter of the American Heart Association, and the donation will be in memory of Dennis Damon. This year we will not have the sort of items for the auction that we had last year, such as the great model cars. We should include a call for donations for the auction in our E-news email. Brett will also review the unsold items from last year to see what we have. We should also try to get some items that will appeal to younger members, as well. Vendors who donate items for the auction can also get prominent mention/publicity in our event promotion.
- Brett has contacted Oceanside Motorsports about providing the lunch catering again.

Webmeister Report – Rudy Banuelos

- Rudy has done some updates to the website in support of the upcoming autocross, and some updates to our email lists as well.
- **New Google phone number** – Rudy has set up a new Google Voice phone number, and has this set up with voice mail. Matt will report the new number to National, so it will get updated on our new cards. Rudy also set up forwarding to notify himself and Matt when there are calls that come in.

EVENT PLANNING

Jan 14 – RECAP – Garage Collective Cars & Coffee – Cat Uhler

- Cat has written an article about this that's on the website. It was a good event.

Jan 21 – RECAP – Holiday Party at Leucadia Pizzeria UTC – Cat Uhler

- Cat has written an article about this that's on the website. It was a good event.

Feb 4 – RECAP – Performance Center Event – Matt Gage for Dan Tackett

- Matt has linked some photos from the event. The coordination of starting times of the events was a bit off, and it was difficult to get through to all of them. The classroom session was 45 minutes, which seemed to be too long.
- Dan will be doing a write-up for the website.
- Financials will be reported next month.
- The next event will be February 17, 2024, in conjunction with the Golden Gate chapter's full-day event on February 18.

Feb 11 – HQ Autosport Open House – Matt Gage

- Matt will attend this event to pass out info about our club. Lisa will bring promotional items.

Feb 19 – Autocross – Greg Uhler

- See Autocross report

Mar 4 – Point Loma Cars & Coffee – Cat Uhler

- We will participate in this event.

Mar 12 – Driving Tour – Matt Gage

- Matt will title this Mount Laguna in March. This will likely go up the Sunrise Highway, past Mount Laguna, up to Julian, and end in lunch at Jeremy's on the Hill.

Mar 25 – BMW Family Scavenger Hunt – Cat Uhler

- See Social Director Report

Apr 14 – Long Beach Gran Prix – Lisa Goehring

- Lisa is working to coordinate something with the BMW teams at the race.

Apr 21 – La Jolla Concours d'Elegance – Matthew Baratz

- Matt had thought about having a booth there, but it's costly. He will discuss this with the Pacific Region RVP, as it could potentially bring in new members.

Mid-May – Encinitas Classic Car Night – Greg Uhler

- Greg will reach out to Charlie's Foreign Car Service to schedule this soon, as they schedule car clubs well in advance.

May 19-21 – HPDE Buttonwillow – Lisa Goehring

- See Driving School Director Report

Jul 30 Bimmers by the Bay – Brett Litoff

- See Wachsmeister Report

GENERAL TOPICS / NEW BUSINESS

Order Name Tags – Matt – Anybody that does not have a nametag can get one. Rudy, Steve, Catalina, Brian, Brett, Lisa, Matthew, Dan each would like a name tag (new or replacement).

Finding a venue for quarterly in-person Board meetings – Matt – Matt will be calling various venues to find a location we can use for quarterly in-person Board meetings.

Renewal of San Diego Association of Car Clubs membership – Matt – Matt questions whether we should continue our membership, as it costs \$60 per year. Lisa suggests we continue the membership this year and have a volunteer attend the meetings to see if it's worth it. Greg said that in his investigation he did not see much value, as the other member clubs are primarily vintage cars. Lisa volunteered to attend meetings, as long as they are in her general area.

Post-Tim Brecht era – Matt – We have had some outreach from BMW of Encinitas/Vista, and Matt was contacted by BMW of El Cajon asking about the printed newsletter, and indicated they are interested in doing something with the club again.

Garage Collective Partnership – Matt – Garage Collective reached out to Matt because they are also doing their own BMW Performance Center event, and they could not fill all of their slots. We sent an email to our wait list folks to let them know how they could attend the Garage Collective's event. Matt and Lisa discussed whether there is some way we could enter into some sort of cooperative arrangement with them. They provided information on their corporate membership program, but this does not seem to align with our needs. It was suggested that a committee investigate any ways for our two organizations to work together in the future without us buying a corporate membership.

The virtual meeting was adjourned at 8:05 pm.

Event Planner 2023

- Feb 11 – HQ Autosport Open House
- Feb 19 – Autocross
- March 4 – Shelter Island Cars & Coffee
- March 12 – Driving tour
- March 25 – BMW Family Scavenger Hunt
- April 14 – Long Beach Gran Prix
- April 21 – La Jolla Concours d'Elegance
- April 29 - Autocross
- May 19-21 – HPDE Buttonwillow
- June 11 – Driving tour
- June 25 - Autocross
- July 30 – Bimmers by the Bay
- August 26 - Autocross
- Sept 10 – Driving tour
- Sept 27-30 – O'Fest Forever, Newport RI
- October 15 – Autocross
- Dec 2 - Autocross
- Dec 10 – Driving tour