

BMW CCA San Diego Chapter Board Meeting Minutes for March 14, 2023

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

Board Members Present:

Matt Gage, Greg Uhler, Paul Silver, Lisa Goehring, Cat Uhler, Rudy Banuelos, Kim Dais, Bryan Gaier, Brett Litoff, Matthew Baratz,

Members Present:

Dan Tackett

Secretary's Report – Paul Silver

- The February 2023 meeting minutes were approved as amended.

Vice President's Report – Greg Uhler

- We have 21 new members, 45 renewing members, and 24 lapsed members, for a total of 1154 members. This is up 15 from last month and down 214 in the past twelve months.

Treasurer's Report – Ryan Moore

- **Finance update** – No update due to Ryan's health related absence.
- **Missing 2022 Tax form** – No update
- **Taking advantage of 2023 IRS non-profit filing extension** – No update
- **Posting Chapter financial statement to the website** – No update
- **Charitable Donations** – No update

President's Report – Matt Gage

- **May 5-6 Pacific Regional Chapter Meeting** – This event has been moved from Las Vegas to Los Angeles, at the Hilton LAX. Pacific Region leadership needs to know how many people from each chapter will attend ASAP. They will cover hotel and meals for two people from each chapter. Other members are welcome at their own expense. The meeting will include a discussion on the state of Chapters, how to attract members, etc. Matt, Lisa, and Rudy are interested in attending.

DIRECTOR REPORTS

Autocross – Greg Uhler

- **Feb 19 Autocross report** – Participants got lots of laps, things went well. We got plenty of feedback for future fine-tuning. The Autocross committee will now meet every other week to plan the next autocross. We sold 52 of the available slots, below the estimate of 60. The cost of some items exceeded initial budget, including the timing software, event charge, and volunteer lunches. Combined with participants filling only 52 of 60 available slots, we lost approximately \$1000 on the event. Income was approximately \$3600, while costs were approximately \$4600. We will investigate whether we need to adjust the cost to attendees.
- **Timing equipment** – Timing equipment and software worked very well.

Communications Report – Matt Gage for Steve Hovland

- **Proposal to allow non-members to subscribe to e-News** – Matt will be discussing this with National.

Driving School – Lisa Goehring

- **HPDE update** – The Committee is ready to open registration and begin promoting the event. Costs are higher this year. We have two good sponsors so far, if we get a couple more we should be able to break even. We are working with Golden Gate and Central Cal chapters to make this a successful event. The instructor training school will occur on Friday. Advanced drivers will also be able to get some track time Friday for \$350. The standard HPDE weekend price is \$525 for Saturday and Sunday. There will be a Sunday only data coaching class for an additional \$100. Our target number of signups is approximately 60 HPDE students.

- **Collaboration with Garage Collective** – Lisa had a call with Mariah at Garage Collective to discuss the format of the HPDE. Garage Collective had wanted to set up a track day for their members, but the expense was too great, so they discussed idea of partnering to invite their members to attend our HPDE, since many of their members are CCA members. We agreed on promoting the event to Garage Collective as long as they are CCA members.

Equipmentmeister Report – Vacant

- **Autocross Equipment Update** – Greg Uhler – With Matthew and Steve’s assistance, we took care of cleaning out the trailer and getting rid of obsolete equipment.
- **SCCA Trailer** – SCCA Trailer was stolen with their autocross equipment in it, stored at the Lake Elsinore venue. Greg has indicated to them that we can loan them equipment in the interim.

Social – Catalina Uhler

- **Social Media Followers report** – Our Facebook page has 1815 followers, up 15. The Facebook group has 2965 followers, up 18. We have 1618 Instagram followers, up 38. And we have 695 Twitter followers, which represents no change since last month.
- See Event Planning section below for more event info.

Wachsmeister Report – Brett Litoff

- There is a Bimmers by the Bay committee meeting tomorrow evening.
- Brett needs the keys to the storage locker to take inventory of items left over from last year’s auction.
- Brett is concerned about not having good items to auction, as BMW of Escondido is no longer donating items.
- We are proposing a two-tiered registration process: (1) pre-registration online, with the ability to pre-order an event t-shirt that would be picked up at the event. (2) On-site registration the day of the event with no t-shirts available for purchase.
- Brett will submit the request for the “wheels rolling” insurance.
- We have not heard from Oceanside Motorsports about catering lunch yet.

Webmeister Report – Rudy Banuelos

- **General Update** – Rudy is working on requested website updates.
- **New Google phone number** – This has been registered with National.
- **New JOIN button** – This was added to the website, but there was a problem was it was removed until it can be fixed.
- **Partners Page updates** – All the agreed changes have been made.

EVENT PLANNING

Feb 11 – HQ Autosport Open House recap – Matt Gage

- This was a good event. There were a lot of people there. Paul and Rob were pleased with the turnout.
- They are interested in hosting tour starting points and other events.

Feb 19 – Autocross recap – Greg Uhler

- See Autocross report

Mar 4 – Point Loma Cars & Coffee recap – Cat Uhler

- Rudy wrote an article for the website. The turnout was very good. The BMW Club of Tijuana had representation. About 50 cars showed up.

Mar 12 – Mt. Laguna Driving Tour recap – Matt Gage

- Turnout was higher than expected at the rainy start, with 50 attendees and between 35 and 40 cars. There were no incidents during the event. The lunch venue was great, with approximately 30 people staying for lunch

Mar 25 – BMW Family Scavenger Hunt – Cat Uhler

- Cat sent out the proposed instruction handout via email. She has requested insurance and set up speed waiver. Cat arranged for event participants to receive a discount at a diner in Oceanside, and she received donations of raffle prizes.
- We do not have any RSVPs as yet. There will be more social media posts and a big push in the mid-month e-News.

Apr 1 – Bay Park Cars & Coffee – Cat Uhler

- This is a new event, sponsored by a tattoo parlor, with a new location on Mission Bay Drive that has a coffee shop near by. Event promotion has been posted to social media and insurance has been acquired.

Apr 14 – Long Beach Gran Prix – Lisa Goehring

- Lisa has worked with a contact in the Golden Gate chapter that has relationships with teams to arrange paddock tours. Lisa will wait until after this weekend's Sebring event to contact them. We will not have an official caravan up so will not need insurance.

Apr 29 – Autocross – Greg Uhler

- No update

May 18 – Encinitas Classic Car Night – Greg Uhler

- We may use MotorsportReg to get RSVPs for food and to reserve spots in the parking lot. We will need insurance for this event.

May 19-21 – HPDE Buttonwillow – Lisa Goehring

- See Driving School Director Report

June 25 – Autocross

- The parking lot is being repaved in May so this date may need to be pushed out. More info to come.

Jul 30 Bimmers by the Bay – Brett Litoff

- See Wachsmeister Report

GENERAL TOPICS / NEW BUSINESS

Tech Session proposals

- HQ Autosport – May 13 – Matt Gage – They would like to do a tech session the Saturday before the HPDE. They will provide coffee and breakfast snacks, and the event is expected to last 90-120 minutes. Part 1 will be a discussion about going from stock to modified for street, track, etc., and the costs and effort involved. Part 2 is titled, “Be Track Ready,” demonstrating what to look for in a pre-track inspection. A BMW CCA instructor will be available to answer questions. This is good to go.
- Independent Motorcars – June 24 – Paul Silver – This is good to go for an Open House.
- La Jolla Independent – Matthew Baratz – No update
- E39Source – Cat Uhler - Cat spoke with Brian Schultz, the owner, and he would like to do a Cars & Coffee/Open House event. We will propose a July date. This event needs a volunteer to coordinate it.
- 5 Point Auto Spa/Ceramic Pro – Greg Uhler – They want to do this at the North County location, and if we can get a volunteer, Greg will provide the contact info. Greg will send an email out to the Board to request a volunteer to coordinate this event.

Updated Driving Events Manual – Matt Gage

- Anyone who is organizing an event that involves any driving should read this, and all Board members are encouraged to read it. Greg indicates there is no impact on how we run our autocross events.

Avoiding Volunteer Burnout – Matt Gage –

- Matt suggests we get more engagement from our members to volunteer to plan events, and that we don't require every event be organized by Board members, and that organizers should not feel obligated to attend the actual event if they aren't needed for something.

Nametags for newer Board members – Lisa Goehring

- Nametags needed for Rudy, Steve, Cat, Bryan, Brett, Lisa, Matthew, and Dan. Lisa has located the name of the vendor we previously used and will check to see if they're still in business and what costs will be. Greg suggested that Lisa should contact Ann Littrell, who previously organized getting new nametags.

SDACC (March 7) – Lisa Goehring

- San Diego Association of Car Clubs meeting was held March 7, but Lisa was unable to attend, and will attend in April.

New MSR Booking Fee – Matt Gage

- MotorsportReg will begin charging attendees a \$2 fee for event registration as part of their revenue model.

Open House event at BMW of Vista (via Larry Cobble) – Matt Gage

- They are interested in hosting an open house. We are thinking it might be good to have it at the new BMW of Carlsbad location once it opens. Larry mentioned wanting to do something in August, but it may be at the Vista location. Matt will reach out for more info.

Randy Grams at BMW of El Cajon – Matt Gage

- Matt reached out to Randy, and they are interested in doing some sort of event with the club.

The virtual meeting was adjourned at 8:02 pm.

Event Planner 2023

- March 25 – BMW Family Scavenger Hunt
- April 1 – Bay Park Cars & Coffee
- April 14 – Long Beach Gran Prix
- April 29 – Autocross
- May 13 – HQ Autosport Tech Event
- May 19-21 – HPDE Buttonwillow
- June 11 – Driving tour
- June 24 – Independent Motorcars Open House
- 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