

BMW CCA San Diego Chapter Board Meeting Minutes for September 12, 2023

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

Board Members Present:

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

Members Present:

Kenton Crowley, Gagan Sahi, Greg Jabin, Dan Tackett, Craig Koontz, Scott Sansom, Tanis Earle, Lamont Hardy

Secretary's Report – Paul Silver

- The August 2023 meeting minutes were approved as amended.

Vice President's Report – Greg Uhler

- We have 18 new members, 41 renewing members, and 17 lapsed members, for a total of 1207 members. This is up 4 from last month and down 161 in the past twelve months.

Treasurer's Report – Ryan Moore

- **Finance update** – Ryan sent out the August financial summary via email. The club is in good financial condition.
- **2022 Taxes** – We have until November 15 to file. Ryan has started work toward filing this.
- **Investigation of Chapter allocation and deductions by National** – This is still to be done.
- **American Heart Association donation status** – We donated \$2500 to the San Diego chapter of the American Heart Association.

President's Report – Matt Gage

- **Recognition Program Awards** – We received plaques for the National Recognition program that we will distribute to winners. Outstanding Chapter Volunteer is Dan Tackett. Outstanding Chapter Officers are Brett Litoff, Greg Uhler, and Cat Uhler. Nominations for 2023 Recognition Awards are due by January 31.
- **Update on Board Election Process** – Chapter President Matt Gage proposes we open nominations from 10/17 to the next Board meeting on November 14. We would provide the nominations to National and they would provide the URL for the ballot by 11/22. Voting would be 11/23 to 12/4. We would send the URL to members via email, and National would provide results of the election by the 12/12 Board meeting.

DIRECTOR REPORTS

Autocross – Greg Uhler

- **General update** – We had an Autocross Saturday 9/9, with over 50 cars and over 60 slots sold. The event went well, and some adjustments will be made to make the course more fun and the timing more reliable. We had an issue with the gate in the morning that was later resolved. Unofficially we were within about \$250 of breaking even. Ryan will work through official numbers. There were no incidents. The next autocross is December 2. We are getting about 50% non-BMWs registering right now.
- **Deadline to secure dates for next year** – Greg is in contact with the venue about selecting dates for 2024, and wants to poll staff and instructors about the optimum number of events to run. Greg plans to have this in the next month or so.

Communications Report – Steve Hovland

- **Update** – Steve is working on getting SMS texting set up to be able to communicate with members.

Driving School – Lisa Goehring

- **General Update** – Ryan is going to send a check to Central Cal to close out the finances for the last event. Lisa did some projections for a 2-day event, based on expenses from the last event. We would have a profit of \$123 – basically break even, assuming the same turnout, same costs, etc. If we could

get more sponsorship money we would do better. Such an event would be feasible. We had a slim skeleton crew this year, so additional volunteers would be helpful. The second track is still not paved and they don't have an ETA for it to be ready. So if we go back it will be the same track. Lisa will be checking on date availability with the track.

Equipmentmeister Report – Vacant

- **Sprinter Van financial analysis update** – Greg does not have the analysis ready yet.
- **Trailer annual inspection** – Matt was about to get the trailer inspected, but the recommended location was in Ramona. We are looking for places that are closer to where the trailer is parked that is affordable. The back window of the truck fell into the track and needs to be fixed. **MOTION** by Greg to spend up to \$800 to fix the truck's window. Motion seconded and passed.

Social – Catalina Uhler

- **Social Media Followers report** – Our Facebook page has 1883 followers, up 12 from last month. The Facebook group has 3153 followers, up 18. We have 1941 Instagram followers, up 30. And we have 695 Twitter followers, down 2 from last month.
- **Canva Update** – Cat proposed we spend about \$15 per month for a Canva professional account that allows us to easily generate posts for the different device formats. Cat has been using her personal account up until now. She sent out a link to information about the service to Board members. Using this would provide a consistent look to all of our posts to social media. **MOTION** by Cat to purchase the Canva service for one year to try it out (at a cost of about \$119.99). Motion seconded and passed.
- See Event Planning section below for more event info.

Wachsmeister Report – Brett Litoff

- **Update** – Brett is still waiting to hear back from Oceanside Motorsports about whom to send the check for \$475 to for the catering. We received the full deposit back from the Port Authority.
- **Deadline to secure date for next year** – Brett is uncertain how far in advance the Port Authority will accept reservations.

Webmeister Report – Rudy Banuelos

- **General Update** – We exercised our Google Voice number to keep it active.
- **Comms Committee email distro issue** – The email issue has been resolved with Google.

EVENT PLANNING

Jul 29 – Genesis Detailing recap – Matt Gage

- This was a good event – they did a detailing demo and provided food, and there were some nice cars on display. They provided tips for washing vehicles.

Aug 19 – North SD Cars & Coffee Recap – Cat Uhler

- This was in Bonsall. There were about 25 BMWs at the event.

Sept 3 – Bimmer Invasion recap – Lisa Goehring

- Matt, Dan, and Lisa ran the booth. The event was at Irwindale Speedway and there were about 2000 cars there. There were representatives from the M, X, San Diego, and LA chapters. We had several cars at our booth including a 1930 Dixie, the oldest BMW in the USA. We had a member promotion running and there were new signups on site.

Sept 9 – Autocross recap – Greg Uhler

- See Autocross Director report

Sept 16 – CSF Select BMW Meet, Rancho Cucamonga – Lisa Goehring

- CSF Radiators is putting on a high-end event with select BMWs on display. This is a free event. Lisa will be working at the booth and welcomes volunteers to assist.

Oct 15 – Tour – Matt Gage

- The tour will likely be the southern area of the county.

Oct 28 – Garage Collective Oktoberfest – Matt Gage

- Matt is manning a BMW CCA booth at the Garage Collective Oktoberfest. This is an all day event. If anyone would like to help Matt with the booth, please let him know. This is a free event open to the public.

Event proposals –

- Tech Session: La Jolla Independent – Matthew Baratz – This will be on November 11. Ideas for the event were discussed.
- Tech Session: Oceanside Motorsport – Greg Uhler will pick up planning this event.
- K1 Speed Winchester – Cat Uhler – They are nowhere near being open to the public yet, so we will remove this from the list.
- BMW of Carlsbad Open House – Cat Uhler – They are now open and want to do an open house sometime this fall.
- Suggestions for Cars & Coffee for October, November, and December – Cat Uhler would like suggestions for more C&C locations. Temecula was mentioned as a large regular event, as well as La Mesa or other East County locations.
- Volunteers needed for potential events such as Toys for Tots drive (Nov), Post-holiday party (Jan), Performance Center (Feb), Women’s Event (Mar). If you’re interested in volunteering to help plan any of these, let Cat know. Greg suggests we could theme the December 2 autocross as a Toys for Tots event. If you’re interested in helping with the Performance Center 2-day event Feb 17-18, let Dan Tackett know.

GENERAL TOPICS / NEW BUSINESS

Garage Collective Consultant Discussion

- Matt discussed the types of events Garage Collective have been having, such as themed movie nights with car displays and parties. They are having an F1 watch party that will include a Red Bull racecar on display and a party. Their events went from bland and poorly attended to exciting and very well attended. They hired a consultant from Modern Idiom who helped them plan and market events. Matt suggests we allow this consultant to attend some board meetings to observe and provide advice. This would be at no charge initially.

Nametags needed for Rudy, Steve, Cat, Bryan, Brett, Lisa, Matthew, and Dan – Lisa Goehring

- Lisa called the company that made our last batch of nametags, and no one answered. Their website doesn’t appear to be functional, and they may not be in business anymore.

Contact with Randy Grams of BMW of El Cajon – Matt Gage

- Matt has been in touch with Randy Grams with the intent to have an event there, but he’s been too busy to talk.

Deadlines for submissions for BimmerLife and Roundel – Cat Uhler

- We have gotten email notifications in the past for the deadlines.

The virtual meeting was adjourned at 8:14 pm.

Event Planner 2023

- Sept 16 – CSF BMW Meet, Rancho Cucamonga (M Chapter event)
- Sept 27-30 – O’Fest Forever, Newport RI
- Oct 15 – Driving tour
- Oct 28 – Garage Collective Oktoberfest
- November 11 – La Jolla Independent Tech Event
- Dec 2 - Autocross
- Dec 10 – Driving tour