

BMW CCA San Diego Chapter Board Meeting Minutes for October 10, 2023

The virtual meeting was called to order at 6:30 pm.

Board Members Present:

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

Members Present:

Dan Tackett

Guests Present:

Luke Byers of Modern Idiom

Secretary's Report – Paul Silver

- The September 2023 meeting minutes were approved as amended.

Vice President's Report – Greg Uhler

- We have 16 new members, 76 renewing members, and 14 lapsed members, for a total of 1217 members. This is up 10 from last month and down 151 in the past twelve months.

Treasurer's Report – Ryan Moore

- **Finance update** – Ryan sent out the September financial summary via email. The club is in good financial condition.
- **2022 Tax Filing by Nov 15** – Ryan has continued putting together material for filing our tax return.
- **Investigation of Chapter allocation and deductions by National** – No progress on this yet.

President's Report – Matt Gage

- **Welcoming Luke from Modern Idiom** – Luke specializes in helping businesses with organic growth, through experiential marketing and specializing in creating event experiences for organization members to receive value add to their membership. He has been working with Garage Collective for the past 6 months and will be handing over things to their staff soon. His method is to settle in with the group, observe and gather data to determine who the organization is and what they want. There are three prongs involved: branding, marketing, and advertising. It's about creating experiential events that excite members and make them want to engage. The cost for his service is \$1000 per month for the first four months. The first month is spent in data gathering, the second month is used to create the plan, the third month is spent executing the plan, and the fourth month is spent reviewing results and seeing if any adjustments are needed. Also included is a comprehensive report that will help decide how to move forward. A suggestion was made for Luke to join us at the drive this Sunday to begin observing.
- Luke was asked if he has any non-profit organizations as clients, and the answer is yes. He helps some with fund raising events, and he's worked with organizations focused on suicide prevention, homelessness advocacy, food and nutrition – all around improving the effectiveness of fund raising events.
- **Status of 2024 Board** – Matt has confirmed our election timeline with National. Ryan is stepping down as treasurer, Brett is stepping down as Wachsmeister, Matt Baratz is moving to Equipmentmeister, and Kim Dais is stepping down from the Board. Greg sent email to Steve Dais about possibly running for treasurer. We may also reach out to Don about returning as treasurer and attending virtual meetings. For Wachsmeister we could send email to people who attended the event to recruit someone who may be interested in running the event. Greg and Matt suggest the outgoing Board members actively assist in recruiting their replacement. Brett is willing to run for Director at Large. Ryan is interested in assisting with the Driving School.

DIRECTOR REPORTS

Autocross – Greg Uhler

- **General update** – The venue will have a staff member on site for all future events to prevent recurrence of the issue where we were locked out. We have a confirmed date of December 2 for our next autocross. Greg will have Jim set up MotorsportReg in about a week and will file for insurance at the same time.
- **2024 Autocross Dates** – Greg sent suggested dates for next year and got no feedback from the Board or staff, and Greg has submitted the dates to the venue for confirmation. It’s likely we will get approval on the first few dates and later dates will be approved later in the year.

Communications Report – Steve Hovland

- **Update** – The next Communications Committee meeting is November 28.
- **Bimmerlife Due Date** – There is a deadline of December 1 for the next Bimmerlife article. The issue theme is “Escapes.”

Driving School – Lisa Goehring

- **General Update** – No new information. Lisa has reached out to Mark Curran of the PCA SDR to see if they have dates for their track events for 2024 yet, so we can ensure we don’t have conflicts of dates being too close. Lisa received an email from Chris Keefer indicating they are interested in opening some of their events to BMW CCA members. PCA currently does not restrict their driving events to members, and some of those events do fill up.

Equipmentmeister Report – Vacant

- **9/20 Maintenance – Steve Hovland** – Matt took the truck up to Miramar Automotive and Transmission, the back window was repaired for under \$500. Steve picked up the truck and returned it to its parking location.
- **Consideration of Recommended Repairs** – Miramar Automotive and Transmission provided a list of recommended repairs that is fairly extensive. Steve, Matthew, and Greg will review this list with Kim and get back to the Board. Kim indicates that none of the items are critical to fix immediately.
- **Trailer Inspection – Matthew Baratz** – Steve and Matt are working on a location and time for the trailer inspection. There are a number of things we know need maintenance.
- **Proposal to purchase used Electric Blower & Supplies, worth \$616 new, for \$167** – The blower is used for clearing loose gravel from the course and our current one is gas powered and is not working. Matt Baratz is planning to buy a new one, and has offered to sell his old one to the club. Greg says it’s in very good condition. We have used it for previous autocrosses. **MOTION** by Greg to authorize the purchase of the blower for \$167. Motion seconded and passed.
- **Sprinter Van financial analysis update – Greg Uhler** – No update.

Social – Catalina Uhler

- **Social Media Followers report** – Our Facebook page has 1900 followers, up 17 from last month. The Facebook group has 3189 followers, up 36. We have 2012 Instagram followers, up 71. And we have 696 Twitter/X followers, up 1 from last month.
- See Event Planning section below for more event info.

Wachsmeister Report – Brett Litoff

- **Update** – We paid the \$475 to Oceanside Motorsports for catering. Their crew enjoyed participating in the event.
- Brett reiterated that he’s happy to assist in planning the event in 2024, but does not want to run it. He is happy to guide whoever takes over and transfer his knowledge and experience.
- For next year’s auction we will need a large number of donations.
- The application process with the Port Authority needs to start ‘6 to 8 months ahead of the event.

Webmeister Report – Rudy Banuelos

- **General Update** – Rudy exercised Google voice, and performed some minor website maintenance.

EVENT PLANNING

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

- CSF partnered with the M Chapter to promote and produce the event. They selected about 100 unique cars for display. San Diego chapter was represented, as was the LA chapter. A lot of attendees had been unaware of the club, and a number of people joined. It was a very nice event, with food and snacks, and awards for the car show entrants.

Sept 23 – Garage Collective F1 viewing party recap – Matt Gage

- This was a well-attended event. They displayed a 2010 Red Bull F1 car on site. After we sent the dedicated email to our members, they got emails and phone calls from more than 10 of our members asking for information about the event. Matt encountered two SD BMW CCA members who attended because of the email notification we sent out.

Sept 30 – SoCal Euro recap – Lisa Goehring

- We were not involved in this event.

Oct 15 – Tour – Matt Gage

- We have an East County tour this Sunday. It will be a repeat of a past route that starts in the Jamacha Rd. Target parking lot, runs to the railroad museum, and ends at the Acorn casino. The route is about 62 miles, and about an hour and thirty-eight minute drive. Ryan and Steve will be able to provide backup for Matt if he is unable to attend past the drivers meeting.

Oct 21 – Analog & Grit Car'toberfest – Cat Uhler

- We received an invitation from a company called Analog & Grit, a vintage coffee truck, to participate in this event with Rough Draft Brewing in the Miramar area. There will be coffee & pastries from 9-11am, and in the afternoon there will be burgers, brats, and beer. It's open to all German cars. They have room for 300+ cars.

Oct 28 – Garage Collective Oktoberfest – Matt Gage

- Matt wrote a website article about this. The first two hours will consist of an open Cars & Coffee, and Matt plans to set up a table/flag and pass out membership info. After this, they will close the event to the public and invite German car club members to participate inside for a beer garden and social time.

Oct 31 – 3rd Annual Escondido Cars & Coffee “Trunk or Treat” – Cat Uhler

- We received an invitation from Escondido Cars & Coffee to participate in their annual Trunk or Treat event. We've already begun promoting this and Cat got insurance. It's consists of decorating our cars and passing out candy. This is on a Tuesday evening.

Nov 11 – Tech Session: La Jolla Independent – Matthew Baratz

- Matthew was not present, but reports he is not getting a lot of event details from Carl Nelson. The event date is confirmed.

Event proposals –

- Tech Session: Oceanside Motorsport – Greg Uhler – Greg has not yet contacted them.
- K1 Speed Winchester – Cat Uhler – They are not yet open to the public.
- BMW of Carlsbad Open House / Strawberry Fields Cars & Coffee – Cat Uhler – They are probably not doing their big open house until the beginning of next year. Cat suggested a smaller open house sooner to let people know they're open, but has not heard back from them yet.
- BMW of El Cajon Cars & Coffee – Matt Gage – Matt has been having difficulty connecting with BMW of El Cajon. Cat suggests a potential December Cars & Coffee event there.

GENERAL TOPICS / NEW BUSINESS

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

- Lisa got a voicemail back from the company we used before. They've been playing telephone tag, and Lisa will follow up with them.

Trackrabbit virtual presentation – Lisa attended. It would be a good cost savings over MotorsportReg. They do provide membership verification. Trackrabbit also supports SMS texting from the platform.

The virtual meeting was adjourned at 8:09 pm.

Event Planner 2023

- Oct 15 – Driving tour
- Oct 21 – Analog & Grit Car'toberfest
- Oct 28 – Garage Collective Oktoberfest
- Oct 31 – Escondido Cars & Coffee "Trunk or Treat"
- Nov 11 – La Jolla Independent Tech Event
- Dec 2 - Autocross
- Dec 10 – Driving tour