

BMW CCA San Diego Chapter Board Meeting Minutes for February 13, 2024

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

Board Members Present:

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

Members Present:

Don Duncan, Dan Tackett

Secretary's Report – Paul Silver

- The January 2023 meeting minutes were approved as amended.

Vice President's Report – Greg Uhler

- We have 19 new members, 56 renewing members, and 15 lapsed members, for a total of 1255 members. This is up 17 from last month and up 116 in the past twelve months.

Treasurer's Report – Steve Dais

- **Finance update** – Steve has the monthly financial statement ready, but was unable to send it via email before the meeting. He presented it during the meeting. The club is in good financial condition.
- **Update on Pacific Region meeting unexpected charges** – Matt
 - o Matt has not been able to get an update from National
- **2023 Annual Financial Statement for the Website** – Matt
 - o Steve will provide this to be posted to the website.
- **Bill.com administrator change complete?** – Still in progress
- **Annual Budget** – Steve recommends we set a budget for the year, particularly for items like truck and trailer maintenance and storage, autocross, social events, internet charges, etc. This could help streamline Board meeting discussions around event costs. It can also help focus our income on specific Chapter priorities and help prevent expenditures from exceeding revenue. Steve will reach out to the various Directors to get info on past expenditures in each area to aid in preparing a budget.
- **Renewal of Statement of Information for California Secretary of State** – This expires 3/31 and needs to be renewed. Steve will take care of this with assistance from Ryan.
- **Second PO Box Key** – Ryan has one PO Box key, and Matt asks if anyone has another? Don Duncan thinks he has the second key, and will check, as will Greg.

President's Report – Matt Gage

- **Track Rabbit Update** – No update this month. Matt is working with Jim Patterson on compiling thoughts, and Matt will be telling National that they need to provide a date when they will cut over, if they plan to do so, otherwise planning for a transition makes no sense.
- **Help with E-News President's Message** – Matt would like assistance from other Board members to write "guest" columns, as he's having a hard time coming up with topics to write about. It can be called "Message from the Board." The column ranges from 400 to 1000 words, roughly.

DIRECTOR REPORTS

Autocross – Greg Uhler

- **General Update** – There have been inquiries about how we can link the two parking lots at the venue. PCA and SCCA are both doing this. Greg has reached out to Steve Stepanian about whether we can get approval to do this, as when linking the two lots, the space between the curb and K-rail doesn't meet National's guidelines.
- **Feb 3 Autocross recap** – The February autocross attendance was low, at about 50 slots, where 70 slots is break even. It's possible this is due to it being the first event of the year, maybe because PCA and SCCA are now doing events there, as well. It may be due to the Performance Center event occurring this month. And it may have been the rain we had just before and forecast for just after the event. Because of this, we lost roughly \$1200 on the event (unofficial), where last year's events mostly broke even (or lost a couple hundred dollars at most). The next event is April 13, however this

is the week after the HPDE, so we may have attendance issues. Greg suggests that going forward we not schedule an autocross in the same month as the HPDE.

- **Sponsorship Update** – There were two organizations that expressed interest in sponsoring autocross events. Ceramic Pro Carlsbad has agreed to do four of our sponsorship opportunities that Greg has outlined. We will get a formal response to terms from them early next week, but they will be sponsoring 10 new helmets, up to 30 instructor shirts, up to 30 staff shirts, and awards for the year, for an estimated total of approximately \$6000 for the year.

Communications Report – Steve Hovland

- **Threads Account** – Lisa has begun the process of creating a Threads account and is working on transferring information from our Instagram account.
- **National Event Calendar** – Steve has now figured out how to submit events to the National calendar, so they show up on the National website and in the Roundel. Steve is focusing on events that we run, as opposed to those we attend that others run.

Driving School – Lisa Goehring

- **General Update** – Registration has been opened for the HPDE. We have a handful of signups at this point. We've promoted the event on social media, as have our partners at Central Cal and Golden Gate chapters. We've had a couple of organizing team meetings to plan the event.

Equipmentmeister Report – Matthew Baratz

- **General Update** – Matthew would like to work with Steve Dais on equipment budgeting. Matthew notes some of our radios are in need of replacement.

Social – Catalina Uhler

- **Social Media Followers report** – Our Facebook page has 1928 followers, up 6 from last month. The Facebook group has 3272 followers, up 11. We have 2138 Instagram followers, up 9. We are no longer tracking Twitter/X followers.
- See Event Planning section below for more event info.

Wachsmeister Report – Neil Daly (via email)

- **General update** – Neil needs to put in additional date requests with the city and will do so this week. He would like the Board to provide suggested dates. Last meeting we discussed May as being a good month, but we don't want to conflict with the SDBimmerFEST event, which is on Saturday May 18. Matt will provide Neil with some suggestions discussed in the meeting and provide a link to the Chapter calendar.

Webmeister Report – Rudy Banuelos

- **General Update** – Rudy has exercised our Google Voice and text account. There were some website updates made.
- **Domain Renewal** – Our domain expires in under a year so we will need to keep an eye on this for renewal.
- **Google Workspace Monthly Increase** – This fee will be going up from \$6 to \$7.20 per month per user; for 2 users it will be \$14.40 per month
- **Canva Account Update** – Rudy has created an email address to connect to the Canva account.

EVENT PLANNING

Jan 27 – Meet & Greet Recap – Cat Uhler

- We had about 26-27 people attend the event. It was a fun event and the trivia contest was well received. Due to lower than expected turnout, expense-wise it was not a successful event. Dan suggests we rebrand the event as a “member appreciation event” to attract more members.

Feb 3 – Autocross Recap – Greg Uhler

- See Autocross Director section

Feb 8 – BMW of Carlsbad Grand Opening Recap – Cat and Greg Uhler

- The event was nice, and they had a lot more people attending than at the i5 unveiling. Several Board members attended. Greg was able to connect there with Ceramic Pro Carlsbad about sponsorship opportunities.

Feb 17 – Performance Center – Dan Tackett

- We had some last minute cancellations, but we also had people on the waiting list. Dan has obtained insurance for the event, including the drive up. A member will be present to take event photos. Weather should be good, as the forecast has moved rain out. We have not had a price increase for the event in the ten years it's been held, so next year the entry fee will go up a bit.
- This year we required everyone signing up to be a member. The event still sold out, and we still have a wait list, but it did take longer to sell out (in the past it would sell out within a few days, this year it took a few weeks to sell out).

March 3 – Tour – Matt Gage

- Matt and Dan will do a test run this Sunday February 18. Dan and Lisa have an idea to do a trip from Escondido to a winery in Temecula to honor Tyler Johnson. Matt wants to name this the Tyler Johnson Memorial Tour. The tour will begin at HQ Autosports in Escondido, and Matt is determining which winery to finish at. Tyler was a fan of Doffo Winery, so Matt is trying to reach them to determine if that will work out. However, because the Women's event is at a winery, we may save this idea for a future tour.

March 9 – Women's Only Event – Cat Uhler

- This event will have a short drive from North County Fair mall to a winery in Ramona. Cat requests a budget of approximately \$200 to buy pizza and dessert, and attendees will buy their own wine. **MOTION** by Cat to approve up to \$200 for food for the event. The motion was seconded and approved. Insurance has been requested and was received today.

March 24 – Escondido Cars & Coffee – Cat Uhler

- This will be a joint Euro car event. Cat has requested insurance for the event. This is at Kit Carson Park.

April 6-7 – HPDE at Buttonwillow – Lisa Goehring

- See Driving School Director section

April 13 – Autocross – Greg Uhler

- See Autocross Director section

April 20 – Long Beach Grand Prix – Lisa Goehring

- Lisa will be reaching out to the teams in the coming weeks to set this up, as they are focused on other races right now.

Event proposals –

- Cars & Coffee (or other event) with Garage Collective – Matt Gage will reach out to them about a potential event.
- Tech Session: Oceanside Motorsport – Neil Daly – No update, not present
- K1 Speed Winchester – Cat Uhler – No update
- BMW of El Cajon Event – Cat Uhler – No update
- New Ceramic Pro Miramar Location – Dan Tackett – They are interested in hosting an event, but timing is dependent on when they finish setting up the new location. The event would be on a Sunday to accommodate using parking space from their neighbors.
- The BMW Guy Tech Session – Greg Uhler – This is a shop in San Marcos who inquired about hosting an event. Greg will be in communication with him to set this up.

GENERAL TOPICS / NEW BUSINESS

SDBimmersFEST in San Marcos May 18 – Matt Gage

- SDBimmers reached out to us to see if we wanted to have a vendor booth at a discounted price of \$275 for a tent and 2 parking spaces (additional parking spots are \$40 each). The booth cars would be included in the judged car show. This is a large group with a lot of events and a younger demographic, so Cat recommends we take them up on the offer. This would require an all-day commitment to set up, staff the booth, and tear down at the end of the day. The event is at Cal State San Marcos. **MOTION** by Cat to allocate up to \$395 for a booth and 3 additional parking spaces. Motion seconded and approved.

Change Dec 15th Tour to Dec 1st – Matt Gage

- Matt needs to move the date of this event. This is the end of the Thanksgiving weekend.

Nametags needed – Lisa Goehring

- We need nametags for Rudy, Steve Hovland, Cat, Bryan, Brett, Lisa, Matthew Baratz, Dan, Steve Dais, Neil, and Ron
- We also need nametags for the autocross instructors and staff.
- We also will allow members the opportunity to purchase nametags.
- No update this month

The virtual meeting was adjourned at 8:17 pm.

Event Planner 2023-2024

- Feb 17-18 – Performance Center event weekend
- March 3 – Driving Tour
- March 9 – Women’s Only event
- March 24 – Escondido Cars & Coffee
- April 6-7 – Buttonwillow HPDE
- April 13 – Autocross
- April 19-21 – La Jolla Concours d’Elegance
- April 20 – Long Beach Grand Prix
- May 18 - SDBimmersFEST
- June 15 - Autocross
- June 23 – Driving Tour
- August 3 - Autocross
- September 15 – Driving Tour
- October 5 – Autocross
- December 7 - Autocross
- December 1 – Driving Tour