

BMW CCA San Diego Chapter Board Meeting Minutes for March 12, 2024

The meeting was called to order at 6:32 pm.

Board Members Present:

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

Members Present:

Craig Koontz, Charlie Kaehler, Stephen Lardieri, Ed Havrilla, Dan Tackett, Lindsay Draime

Secretary's Report – Paul Silver

- The February 2023 meeting minutes were approved as amended.

Vice President's Report – Greg Uhler

- We have 10 new members, 43 renewing members, and 19 lapsed members, for a total of 1245 members. This is down 10 from last month and up 91 in the past twelve months.

Treasurer's Report – Steve Dais

- **Finance update** – Steve provided printouts of the February financial report. Steve has worked with Ryan on organizing our revenue and expenses properly. The club is in good financial condition. Steve reviewed the requirements for maintaining our 501 (c) 7 tax-exempt status. Steve has reached out to Tamara to begin the process of filing our 2023 tax return. Our financial statement to National is due by the end of this month. Steve will investigate CD rates to put a portion of our treasury into and make a proposal to the Board.
- **Update on Pacific Region meeting unexpected charges** – Matt Gage
 - o National has reimbursed us.
- **Bill.com administrator change complete?** – Steve is receiving the emails from National now.
- **Annual Budget Update** – No update this month. Steve will reach out to the various directors again.
- **Renewal of Statement of Information for California Secretary of State** – This will be filed prior to the next Board meeting.

President's Report – Matt Gage

- **Track Rabbit Update** – We have gotten no specifics on any transition from MotorsportReg to Track Rabbit from National. National has approached both Greg and Lisa about trialing Track Rabbit for our next autocross and HPDE, but we declined, as registration was already open and it's still uncertain whether it would meet our needs.

DIRECTOR REPORTS

Autocross – Greg Uhler

- **April 13 Autocross** – We have received approval to have a larger course by linking the two parking lots at the site. Insurance is approved, catering is reserved, and registration is open.
- **Sponsorship Update** – Ceramic Pro Carlsbad will be providing instructor and staff shirts and will provide money to purchase helmets, and would like their brands to be displayed on them. They will also provide money to purchase autocross awards for the 2024 autocross season. **MOTION** by Greg that we accept Ceramic Pro Carlsbad's sponsorship proposal. Motion was seconded and approved. It was noted that we need to pay attention to the level of non-member revenue for tax purposes.
- **Autocross Price Increase** – We are contemplating a price increase because some recent autocrosses have been undersubscribed and therefore lost money. No decision has been made yet. Greg will send a summary and next steps to the Board.

Communications Report – Steve Hovland

- **Update** – Our events are now on the National Calendar. Steve will be entering new events once the info is available (contact email, registration method, and an event website URL).
- **Threads Account** – This has been set up. We will have Jim Patterson post a final Twitter notice that we've moved to Threads.

Driving School – Lisa Goehring

- **Update** – The event is in less than a month, April 6-7 at Buttonwillow Registration is closing in less than 2 weeks. We've posted a video of professional racer and team owner Samantha Tan promoting our HPDE event. Registration is on the low side right now. We currently have approximately 30 students signed up right now, and we need a couple dozen more to break even.

Equipmentmeister Report – Matt Gage for Matthew Baratz

- **Update** – Matthew is still working on getting a pre-2023 cost analysis on the truck maintenance as input for our budget.

Social – Catalina Uhler

- **Social Media Followers report** – Our Facebook page has 1936 followers, up 8 from last month. The Facebook group has 3294 followers, up 22. We have 2172 Instagram followers, up 34.
- See Event Planning section below for more event info.

Wachsmeister Report – Matt Gage for Neil Daly

- **General update** – Neil is having a difficult time with the Port Authority website in trying to acquire a new date for the event. Most of the dates he's proposed are fine. Catalina Uhler suggests that we stay with the original July 28 date (this date was already reserved on the Port Authority calendar). There was general consensus for this.

Webmeister Report – Rudy Banuelos

- **General Update** – Nothing to report this month.

EVENT PLANNING

Feb 17 – Performance Center Recap – Dan Tackett

- This was a full event with lots of smiles and lots of worn out tires and brakes that were not ours. We have Feb 1, 2025 reserved for our next event. The fee for next year's event will increase to \$295 per driver, as opposed to the \$220 it's been for the past 10 years.

March 3 – 2024 Kick-off Tour Recap – Matt Gage

- We had 50 attendees and between 30 and 40 cars. It was a rainy day, so drivers were cautious.

March 9 – Women's Only Wine Tasting Recap – Cat Uhler

- The event went very well. We were hoping for 10-15 people and we had 17 ladies and 1 gentleman who participated in a short drive from Escondido to the winery. One attendee signed up as a new member.

March 24 – Escondido Cars & Coffee – Cat Uhler

- This will be a joint Euro car event. Cat has acquired insurance for the event. This is at Kit Carson Park. The event is from 7am to 10am.

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 spoke with Samantha Tan about getting a meet and greet with her team. Until the schedule comes out we won't know which teams will be available. Hopefully we will know soon.

April 27 – Point Loma Cars & Coffee – Catalina Uhler

- This event will be 2230 Shelter Island Drive, near the Bali Hai resort, 7-10am.

May 16 – Encinitas Cruise Night BMW Paddock – Greg Uhler

- This event will be at Charlie's Foreign Car Service, with limited paddock space for parking. For registered members, Charlie provides a taco truck.

May 18 – SDBimmersFEST in San Marcos – Cat Uhler

- Cat does not have an update and is looking for someone to spearhead this event. It is being held at Palomar College. A Call for volunteers was included in the latest e-News. We have already paid the \$275 fee, but it's refundable before a certain date. It is a full day commitment for anyone bringing a car to show at the event.

June 15 – Autocross – Greg Uhler

- This will be at our usual venue.

June 23 – Tour – Matt Gage

- Matt will try to make this end at a winery to celebrate Tyler Johnson's life.

Event proposals –

- Cars & Coffee (or other event) with Garage Collective – No update
- Tech Session: Oceanside Motorsport – Neil Daly – No update
- K1 Speed Winchester – Cat Uhler – No update, they are not yet open
- New Ceramic Pro Miramar Location – Dan Tackett – We are waiting to hear from them on plans for an event.
- The BMW Guy Tech Session – Greg Uhler – There is no update as yet. Greg proposes a questionnaire for companies that want to host an event so Board members have info about what the event proposal would be. He will provide this to the Board to review, and will send it to the BMW Guy to fill out.
- BMW of El Cajon Event – Matt Gage – No update

GENERAL TOPICS / NEW BUSINESS

Restricting Tours to Members Only – Matt Gage

- Inviting non-members to attend has resulted in some people becoming members and posting about the tour and joining the CCA on social media. Some chapters allow non-members to attend one tour and after must be a member to continue participating. Discussion: allowing non-members to attend this free event is outreach to the greater BMW community. Requiring membership would add a layer of registration required, even for a free event, and would likely suppress attendance, even among members. We should ensure we talk to non-members and people who attend that we don't know, as it could encourage them to become members. The consensus was to not make any changes. Any event that involves paying for attendance or that costs the club money should be restricted to members only.

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.
- Lisa finally heard back from the company we previously used, and their pricing has dramatically increased to about \$16 per nametag, so she has not pursued this.

Lisa mentioned other upcoming events people might be interested in:

1. Elite Finish Cars & Coffee, this Saturday 3/16
2. Grid Icons Car Show in Long Beach – 3/23 1-5pm at Shoreline Aquatic Park

The meeting was adjourned at 8:06 pm.

Event Planner 2023-2024

- 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
- April 27 – Point Loma Cars & Coffee
- May 16 – Encinitas Cruise Night BMW Paddock
- 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