

New Jersey Chapter of BMW CCA Board Meeting August 11, 2021

Board members present: Neil Gambony, Paul Ngai, Bob Isbitski, Jeff White, Dave Allaway, Jamie Kavalieros, Ross Karlin. Board members absent: Ron Gemeinhardt, Colin Vozeh, Rich Altman, Mark Hulbrock. Others present: Allison Mack, Larry Engel, Kevin Sheehy, Tom Fitzgerald.

President

Neil Gambony called the meeting to order at 7:29 PM at Alfonso's in Somerville. Ross Karlin moved to approve the minutes of the July meeting as distributed and Jeff White seconded (approved unanimously).

Neil reviewed the 50th Anniversary event status from Rich Altman and Mark Hulbrock [see below]. Allison Mack asked whether we want to do a second batch of event shirts without sponsor logos. The board consensus was that we cannot do this due to sponsor obligation. We will reopen, with logos, for those who wish to order at the event via QR code. The list of VIP invitees and acceptances/declines was reviewed.

Vice President

Paul Ngai asked about a September meeting at Detailer's Domain and September 30 was agreed upon. The December meeting was set for the 7th. Paul is looking for guest speakers for October and November.

Driving Events

Neil noted that Elihu Savad would like to send a blast e-mail on the August 22nd autocross. Jeff White reported that our first Instructor Training School (ITS) since 2019 will be this coming Friday (August 13th) at Jeffapalooza, with 13 candidates. We will collect registration money and give DelVal Chapter the net proceeds. Additional funding for ITS will come from National.

Driving Schools

Jamie Kavalieros reported that Summit Point (Geoff Atkinson Memorial Race/School) has 28 racers and 50 students, which is close to break-even. The October 16-17 school at Shenandoah already has 13 registered students. Ross will contact the Westlake School regarding check presentations.

Larry Engel reported that the July 11th Tire Rack Street Survival School (TRSS) received many positive comments from students and parents. The reimbursement policy has changed, with the BMW Foundation and local chapters previously doing a 50/50 split of any profit or loss after expenses. This year the foundation will pay \$75 per student (registration is \$90) and the chapters will assume any financial risk. Income from our most recent TRSS was \$3,525, including sponsorship, and expenses were \$1,345. Ross motioned to donate \$1,000 of the net profits to the BMW Foundation. Jeff seconded (carried unanimously). Our next TRSS will be October 10th.

Treasurer

Neil reported, on Ron Gemeinhardt's behalf, that Ron will have the straightened-out financial reports very soon.

Social Events

Rich Altman reported, via e-mail, on the 50th Anniversary event status as follows:

The 50th Anniversary Event will be held on Sunday, August 29th - rain or shine - from 3pm til 7pm at the Deutscher Club of Clark (DCC). There will be a buffet picnic lunch (cost = \$20/person, with no minimum commitment to the club) and a cash bar. Tickets will be sold in advance through MotorsportReg (MSR) -- Thanks to Jeff White for setting this up -- until Wednesday, August 25 to provide DCC with an accurate headcount in advance of the event. Tickets are \$15/person for members (who have an active BMW CCA membership) and their guests and \$25/person for lapsed members (who are no longer active BMW CCA members) and their guests. We have invited several VIPs including National board members and past Chapter Presidents, who have

been offered a complimentary ticket to attend. Due to MSR system limitations, complimentary tickets will be managed off-line; guests' tickets should be purchased via MSR.

Business Manager Allison Mack, has secured several sponsors for the event including eMpower Automotive (\$500), BMW of Bridgewater (\$500), Shade Tree Garage (\$250), and Circle BMW (\$250). The sponsors were offered several benefits in exchange for their contributions - including the option to set up a canopy/table at the 50th Anniversary Event and a future event as well as their logo on the back of the custom apparel. We also received \$500 in funding from RVP Jeff Caldwell on behalf of the North Atlantic Region. The \$2,000 collected will defray the costs of the event. We will set aside space in the parking lot for the sponsors near the building/pavilion.

Mark Hulbrook has set up a sale of custom apparel, including t-shirts, long sleeve t-shirts, women's t-shirts, polo shirts, and hoodie sweatshirts featuring the 50th Anniversary logo on the front and sponsors' logos on the back via CustomInk.com that has been shared via Facebook and e-mail blasts. There was no minimum order or financial commitment to the club; CustomInk takes the orders, prints the apparel, and ships the apparel directly to the buyer. The sale closed on Tuesday, August 10th to allow CustomInk to fulfill orders to arrive before the event. Mark can set up a second batch of shirts prior to/after the event.

There will be a non-judged car display at the event; we are encouraging participants to bring rare or classic cars and will set aside designated parking for these special vehicles adjacent to the sponsors canopies/tables. BMW NA has also offered to display several vehicles at the event, which will be displayed in this area.

There will be a brief presentation at 5pm. We have asked the VIPs, current President, and past Presidents if they would like to make a brief speech at this time.

Business Manager

Allison Mack noted that set-up (4 spaces and a 10x10 tent) is 11 AM on September 19th for BimToberFest at BMW of Bridgewater. We have been asked if we wish to donate a \$50-75 gift basket for the raffle.

Members-at-Large

Mark Hulbrook reported, via e-mail, that he sent the 50th Anniversary event first e-mail and post last week. The 50th apparel last reminder e-mail and post were sent August 9th. The group order for 50th apparel has since been closed. Everyone who ordered will receive their choices via mail before the event. Mark asked whether we want to run another group order, even though it will not be received in time for the event [see above].

New Business

Kevin Sheehy asked what we can do to give sponsors more feedback. Kevin offered to work with Mark on Google Analytics. Allison noted that she has also assisted with this in the past. The next board meeting was set for Wednesday September 8th at Alfonso's in Somerville. Jeff motioned to adjourn at 8:22 PM and Ross seconded (approved unanimously).

Respectfully submitted,
Dave Allaway, Secretary