

New Jersey Chapter of BMW CCA Board Meeting March 25, 2015

Board members present: Jeff Caldwell, Ron Gemeinhardt, Jeff White, Neil Gambony, Marc Goeller, Jerry Faber, Bob Isbitski, Vic Lucariello, Jr., Dave Allaway, Ross Karlin, John Gyorfy, Colin Vozeh. Others present: Doug Feigel, Stan Mayer, Jamie Kavalieros, Elihu Savad, Blake Smith, Gene Schneider, Matt Baratz, Bruce Mackie, Barry Stevens, Brian Morgan, Paul Ngai, Vic Lucariello, Sr.

Jeff Caldwell called the meeting to order at 7:31 PM at Alfonso's in Somerville. Jeff Caldwell motioned to accept the February minutes as distributed and Jeff White seconded (carried unanimously).

Oktoberfest

Jeff Caldwell reported status on Larry Engel's behalf. Larry needs someone from the Autocross Committee to join him at Bader Field on April 14th. Satch Carlson will be coordinating the O'Fest TSD Rally. Registration will open in April, following a visit from National. We have set the run group sizes for the O'Fest Driver School. Jeff noted that there will be a North Atlantic Region teleconference on Sunday, with O'Fest as a topic. The Allegheny Chapter is potentially hosting O'Fest in 2018 and will be assisting with our O'Fest and soliciting volunteers.

President

Jeff Caldwell reported on the National Chapter Congress in Dallas. New membership and member retention are priorities. The club needs events and activities which appeal to younger members. There was discussion on whether the concept of club membership remains relevant in a social media-driven world. It was noted that the New Jersey Chapter has a 75% year-to-year retention rate, similar to the national average. The BMW CCA Leadership Committee has proposed regional newsletters, with contributions from individual chapters, as a replacement for chapter newsletters. This would be funded by a decrease in chapter income from National. A proof-of-concept issue will be mailed with the Roundel. There was a discussion on loss of chapter income and advertising revenue. The New Jersey Chapter board went on record as unanimously opposed to the regional newsletter concept as proposed. On the topic of dealer-engagement, Matt Baratz has lined up JMK BMW for our first dealer profile article. Jeff proposed a member test-drive column for new models. Jeff has all the presentations from the Chapter Congress available. Jeff noted that he would like to have some joint social events with DeIVal Chapter.

Driving Events

Ross Karlin reported that the Regional Instructor Seminar is this Saturday at BMW NA. There will be a safety talk from Stable Energies and discussions on ITS and O'Fest. Reimbursement from National is in question. Ross noted that we have not received the approved reimbursement for the 2014 seminar. We have applied for insurance for the TireRack Street Survival (TSS) event at Campgaw Reservation on June 7th. We are penciled-in with Bergen County and Ross will follow up.

Autocross

Elihu Savad reported that we have the permits, insurance and EMT's in place for our April 18th autocross at PNC Bank Arts Center.

Driver Schools

Jeff White reported that the April ITS has 10 candidates. We are currently short on registrations and thin on instructors. Warren Brown is working on taking over Chief of Tech responsibilities. We will be using regional stickers for new helmets.

Vice-President

Marc Goeller reported that the next meeting will be tomorrow night at Unique Photo, with a photo contest and "Adrenaline" screening. Matt Sweetwood and David Hauter will judge the contest. The BMW Vehicle Distribution Center (VDC) tour is sold-out, with a large waiting list. Paul has a BMW M School donation as a door prize, among others. The May 19th meeting will be at Circle BMW in Eatontown. Steve Richards from Dinan will be guest speaker. We are working on the scheduling for Biergarten at the Deutscher Club of Clark (DCC), possibly in June instead of August. The BMW NA meeting will be a Saturday morning in June. John Gyorfy suggested a swap meet event. July 25th at Lime Rock Park will be BMW CCA day, with a special ticket package.

Treasurer

Ron Gemeinhardt distributed the current financials, along with the annual chapter financial statement to National. The net expense for the banquet was \$5,924. The TSS insurance has been paid. Paul Ngai noted the need to track charitable hours in addition to charitable contribution dollars. Paul will follow up on what is considered trackable.

Business Manager

Matt Baratz distributed a spreadsheet of current revenue by sponsor, including multi-year commitments resulting from the less-frequent newsletters. Matt noted that we need better control over our blast e-mails to make them a reliable advertising platform. The issue of paid web advertising being on the forum pages (vs. the home page) was discussed. We still need a solution for richer content blast e-mails. Jerry Faber will investigate a PrintTech solution. Matt has implemented Square for accepting credit card payments.

Social Events

John Gyofy reported that the banquet was a considerable success, and Jeff thanked him for his efforts. There were 75 paying attendees and 12 guests, including three out-of-state attendees from the ITS workshop. The hotel has been paid. Given two possible dates, John will reserve March 5th for the 2016 banquet, and will need a \$500 deposit.

Newsletter

Jerry Faber noted the need to adhere to a strict minimum 90-day newsletter interval. June 1st is the absolute deadline for the next issue. Jerry distributed the content-budget for the next issue. Marc suggested member profiles as a topic.

New Business

Jeff Caldwell noted the passing of Terrence Scott, the son of long-time New Jersey Chapter instructor and volunteer Rod Scott. Jeff motioned to contribute \$250 to each of the two charities suggested by the family. John Gyofy seconded (carried unanimously). Ross reported that the formal presentation of the chapter donation to the Westlake School will be by April 1st at 7:00 PM at Union County Educational Services in Westfield. The next board meeting was set for 7:30 PM April 22nd at Alfonso's. Jeff White motioned to adjourn at 9:25 PM (carried unanimously).

Respectfully submitted, Dave Allaway, Secretary