

New Jersey Chapter of BMW CCA Board Meeting February 11, 2020

Board members present: Neil Gambony, Paul Ngai, Dave Allaway, Rich Altman, Ross Karlin, Mark Hulbrock, Bob Isbitski, Jeff White, Ron Gemeinhardt. Board members absent: Jamie Kavalieros, Colin Vozeh, Jerry Faber. Others present: Brian Morgan, Elihu Savad, Bill Van Ocker, Allison Mack, Warren Brown, Larry Engel, Stan Meyer, Doug Feigel, Victoria Lee, Wade Howard, Steve Resch.

President

Neil Gambony called the meeting to order at 7:33 PM at Alfonso's in Somerville. Jeff White motioned to approve the January minutes as distributed and Paul Ngai seconded (carried unanimously). Neil reported that BMW CCA is continuing with O'Fest, the next being in Palm Springs in September, with no track events and a 4-day extended weekend format. Holman Automotive Group (BMW of Mt. Laurel and Princeton BMW) is doing a 2-series Gran Coupe unveiling on 2/26 and requested the chapter to post on Facebook. The board agreed and will also include BMW of Bridgewater.

Vice President

Paul Ngai reported that the upcoming meetings include eMpower Automotive in Belvidere on 2/27, a special monthly meeting on 3/26 at Deutscher Club of Clark (DCC) to introduce all driving events, the VDC tour confirmed for 4/4 [since canceled by BMW NA], the chapter 50th Anniversary event at DCC on 6/14, the DCC Biergarten (board selected date 7/10), Show & Shine 8/12 or 8/13, and Pinewood Derby and elections at the DCC (board selected date 12/8). The May meeting (date tbd) will be a Cars & Coffee with Tuscan desserts at Larry Engel's office, with a short talk on behavioral investing.

Social Events

Rich Altman reported that he is working with Brian Morgan, Jerry Faber and others on the 50th Anniversary event on 6/14 at DCC, tentatively 3-7pm rain or shine (indoors or outdoors). This will be promoted via email and social media. Price per person for food and facility will be \$22-28 per person (including gratuity and sales tax). There is a \$150 cost to the chapter for a one-day liquor license. We are looking for sponsors and/or chapter contribution. Registration will be on MotorsportReg (MSR). There will be a non-judged car display, with capacity for approximately 300 cars. We will rent AV equipment. Brian will contact BMW NA and we are reaching out to early members. A motion to proceed as outlined, with the chapter to underwrite any costs not offset by sponsorship or entry fees, was tabled pending further financial details. Rich motioned to sign an agreement with DCC to reserve the 6/14 date (cost tbd) and Mark Hulbrock seconded (carried unanimously).

Driving Events

Jeff White reported that the Regional Instructor Seminar is scheduled for 3/14 at BMW NA. Jamie has all track dates posted on MSR. We have some sign-ups for all events except BMW M Day. The BMW M Day event is posted on MSR. Bill Van Ocker reported that we will be incorporating data acquisition coaching for advanced students, using Track Addict as a no-cost alternative to AiM Solo. Warren Brown noted, on Mirril McMullen's behalf, that the 2020 tech form is ready and has been posted. Larry Engel reported that the Tire Rack Street Survival (TSSS) dates (6/18 and 9/27) have been reserved with Bergen County. The proposed April TRSS with NJMP is not currently planned.

Autocross

Elihu Savad reported that we have six dates (as previously reported) confirmed at TD Bank Ballpark that will be posted on the website and MSR. Proof of insurance coverage has been sent to the NJ State Police

and receipt confirmed. Insurance certificates for the scheduled dates have been applied for with BMW CCA.

Treasurer

Ron Gemeinhardt distributed the year-to-date income and expense reports. The Thunderbolt deposits have been moved to expenses. The Westlake School donation check has been sent., We have \$4,479 in TRSS income from last year. A \$1,500 deposit is apparently due back from Print Tech but we are lacking documentation on same. Ron and Allison have been working to reconcile sponsor accounts. We have approximately \$10,000 due in un-invoiced advertising income, but \$8,000 of this is for advertising beyond contract expiration and may not be collectible. Approximately \$1,600 is for print advertising which we are no longer doing (although print is not specified in the contract).

Newsletter

Jerry Faber reported, via e-mail, that the Mid-March newsletter will be in PDF format, with a 3/1 deadline.

Webmaster

Colin Vozech reported, via Mark Hulbrock, that the website prototype will be ported to a new system. The 2020 autocross schedule needs to be posted.

Members-at-Large

Mark Hulbrock reported that he did 32+ Instagram postings in the past month, and 9+ Facebook postings. The Daytona post by Larry did really well as did the Shade Tree e-mail. The new member welcome e-mails are getting 50% opens. Mark distributed samples of 50th Anniversary logos, one of which was selected by the board.

Old Business

Victoria Lee led a general discussion on board direction for the focus of her marketing survey, including increasing member satisfaction and participation, increasing membership, and driving events vs. social events and meet-ups.

New Business

Ross Karlin noted that the Westlake School formal check presentation will be at 7pm on 3/4 at the Union County Educational Services Commission. Board members are encouraged to attend. The next board meeting was set for Wednesday 3/11 at 7:30 PM at Alfonso's. Jeff motioned to adjourn at 9:30 PM and Ron seconded (approved unanimously).

Respectfully submitted,
Dave Allaway, Secretary