

**New Jersey Chapter of BMW CCA Board Meeting
March 10, 2020**

Board members present: Neil Gambony, Paul Ngai, Dave Allaway, Rich Altman, Ross Karlin, Bob Isbitski, Jeff White, Ron Gemeinhardt, Jamie Kavalieros, Colin Vozeh. Board members absent: Mark Hulbrock, Jerry Faber. Others present: Brian Morgan, Elihu Savad, Bill Van Ocker, Mirril McMullen, Warren Brown, Larry Engel, Jeff Caldwell, Mark Mallory, Stan Meyer, Victoria Lee, Wade Howard, Steve Resch, Matt Kimple, Adam Stonier, Taylor Youngblood, John Aprile.

President

Neil Gambony called the meeting to order at 7:36 PM at Alfonso's in Somerville. Jeff White motioned to approve the February minutes as distributed and Ron Gemeinhardt seconded (carried unanimously).

Neil thanked everyone who was at the Westlake School check presentation. As always, they are thrilled that we are still associated with them. The principal did a presentation on some of the programs they are able to do with our assistance. Ross Karlin reminded the board that a tour of the school can always be arranged for board members.

Neil reported that Neil Karsh (NNJR-PCA) is organizing a German car event at the Red Mill in Clinton (tentatively 8/2) and would like a BMW presence. A meeting is being held on 4/11 to work out the details.

Jeff Caldwell reported on the national board call on Monday night. The national board is not canceling any events or compelling chapters to cancel events. It remains up to local chapters and individuals to do what they are comfortable with. Jeff circulated some sample copies of the premier issue of BimmerLife magazine. The annual meeting will be in April in Greenville. The major regional events with club participation in 2020 will be the Pittsburgh Vintage Grand Prix (Allegheny Chapter) and the Vintage at Saratoga (Patroon Chapter). O'Fest will be 9/15-19 at La Quinta Resort & Club in Palm Springs, CA. The recent changes in the rebate program (as previously reported) were discussed, including the inclusion of some CPO M-cars.

Vice President

Paul Ngai reported that we had a very successful meeting at eMpower Automotive, with about 110 attendees. The 3/26 meeting will be at the Deutscher Club of Clark (DCC) with driving events as a special topic. The BMW Vehicle Distribution Center (VDC) tour has been canceled (BMW NA has suspended group events). Larry Engel suggested that we may be able to use the 50th Anniversary event as an alternative fund raiser for the BMW Foundation. A possible April meeting will be at A Buff and Beyond Detailing in Cranbury, hosted by owner Nick Gates. The May meeting will be at Larry Engel's office in Westfield (5/20 at 7pm) with cars & coffee and dessert. The Biergarten at the DCC will be 7/10. The Show, Shine & Swap at the DCC will be on 8/13.

Social Events

Rich Altman circulated the picnic/catering options for the 50th Anniversary event at the DCC on 6/14. There was a discussion on source of funding and whether we should charge a \$25 entry fee or waive the fee. Jeff Caldwell is anticipating national board presence and some financial support. Pending more information on sponsorship or funding, no decision was made. Rich motioned to sign a catering contract at \$26.42 per person (incl. tax & gratuity) with a minimum commitment of 30 people. Dave Allaway seconded (carried unanimously).

Driving Events

Jeff White reported that the Regional Instructor Seminar scheduled for 3/14 at BMW NA has been canceled (per BMW NA). A data analysis workshop is scheduled for 3/22 at DCC. The City of Rahway is scheduling their annual Hot Rods & Harleys event for 5/9 (rain 5/16) and has reserved an area for us. Jamie reported that the April school at NJMP is about half full, and we could use a lot more advanced/solo students. Jeff presented 2019 Champ Series trophies to Colin Vozeh and Jamie Kavalieros.

Larry Engel reported that our two Tire Rack Street Survival (TRSS) schools are confirmed for the last Sunday in June (6/28) and last Sunday in September (9/27). Larry noted that 9/27 is the start of Yom Kippur but we will try to conclude by 3pm. Registration for the June school will open the last week in April and will be posted on the TRSS website, our website, and our Facebook page at that time.

Autocross

Elihu Savad reported that 6/27 (at TD Bank Ballpark) has been added to our previously reported six autocross dates. It was noted that we will need to get the trailer to Campgaw for the next day's TRSS, but this is doable.

Webmaster

Colin Vozeh and Mark Hulbrock have been working on the new website and are on schedule for a first draft this month as planned. Colin anticipates going live no later than the end of April.

Treasurer

Ron Gemeinhardt distributed the year-to-date income and expense. The report (unlike 2019) does not yet reflect credit card payments for the April school at NJMP. Monthly dues rebates from national are in line with expectations (about \$1,800/mo. vs. \$2,800/mo. in 2019) and will result in about a \$10,000 decrease in income during the 10 months of 2020 that the new rebate income is in effect. This will be offset by the elimination of newsletter printing and mailing costs. Ron distributed a copy of the annual financial report that will be sent to national.

Business Manager

Allison Mack reported, via e-mail, that new contracts were sent to Tyspeed Automotive and BMW of Bridgewater. 56 Degree Wine is now using a marketing company for advertising (Meris). Joe Bemby connected her with Max from Meris and she sent him our 2020 rate sheet to review. Allison is still waiting on a response from Shade Tree Garage and sent them our new rates and asked how they would like to proceed for 2020. Allison has not yet received any signed 2020 contracts and will follow up with sponsors if she doesn't hear back by Friday. A rate sheet was sent to Nick Gates from A Buff and Beyond, a potential new sponsor. We need to send a new contract to eMpower Automotive. Allison will reach out to Paul Ngai so he can send an introductory e-mail.

Members-at-Large

Mark Hulbrock reported, via e-mail, that we have 67 new followers on Instagram and 18 new followers on Facebook. Notable popular posts were regarding the new BMW logo and autocross save-the-dates. E-mails continue to perform at an over 30% open rate. The March new-member e-mail had a 38% open rate. The autocross save-the-dates e-mail had 1,700 opens (30%). Mark was able to purge 30 inactive users from the e-mail database. We remain at the \$84.99 per month price, with unlimited e-mails, based on user count. Mark can remove users more aggressively, but the open rate suggests we are doing well and have an engaged audience. Mark asked for direction regarding cost management.

Mark obtained quotes from various vendors for 50th Anniversary sticker pricing, including ones suggested at the last meeting. Stickermule.com is the most cost effective (price/quantity: \$227/200, \$300/300, \$437/500). These will serve as our formal invite and save-the-date, to be handed out in person

at meets and at the event, with the sticker as a keepsake. Mark asked for a go-ahead and quantity. A decision was deferred, pending information on further quantity discounts.

Old Business

Wade Howard and Steve Resch followed up on last month's discussion on attracting new members. Among their suggestions were high-visibility events that would get postings on other social media accounts, not just ours. More touchpoints and more low-commitment events are needed. The chapter toolbox is a huge benefit that we have not fully promoted. They circulated a sample new member welcome postcard. Reaching out to new members on a face-to-face basis is important. A promo card/brochure outlining NJ Chapter events, activities and benefits was also suggested. Jamie asked if Steve and Wade would be able to organize an intro arrive-and-ride to NJMP, as previously discussed. In a related matter, the TriState 5ers group is organizing a cars & coffee with a drive component and food afterward. The board agreed to making this an associated event utilizing our insurance coverage.

New Business

The next board meeting was set for Wednesday 4/15 at Alfonso's. Jeff White motioned to adjourn at 9:31 PM and Ron seconded (approved unanimously).

Respectfully submitted,
Dave Allaway, Secretary