

New Jersey Chapter of BMW CCA Board Meeting June 17, 2020

Board members present: Neil Gambony, Paul Ngai, Dave Allaway, Rich Altman, Ross Karlin, Bob Isbitski, Jamie Kavalieros, Jeff White, Mark Hulbrock, Jerry Faber, Colin Vozeh. Board member absent: Ron Gemeinhardt. Others present: Allison Mack, Brian Morgan.

President

Neil Gambony called the meeting to order at 7:20 PM via teleconference. Jamie Kavalieros motioned to approve the May minutes as distributed and Jeff White seconded (carried unanimously).

Vice President

Paul Ngai reported that the 7/10 Biergarten event has not been canceled yet. No other information has been provided by the DCC. The 8/13 Show N Shine is still on as of now, with more details to come. We do not have any in-person meetings scheduled yet. Please check the calendar for updates.

Driving Events

Jeff White reported that after a lengthy discussion, the autocross committee decided not to reopen the 6/26 event. The July autocross remains on the calendar and a determination will be made by mid-July about holding or canceling as the Covid-19 situation evolves. Jeff asked for feedback on the scheduled Club M Day at Spartanburg. A decision is needed by the beginning of July. We have two registrants so far and need 30 confirmed. Our options are another advertising push or just cancel. The board consensus was to cancel for this year and inform BMW that we would love to be on the calendar for next year.

Jamie Kavalieros reported that the Summit Point race/school is on with racers capped at 50 and so far we have 45 cars and 46 drivers. We will have an A Solo and a lead-follow group. Instructors are paying. We are already filling up. Ross Karlin noted that we are limited to 25 cars per mile. This will be a North American Challenge event. There will be no inside meetings or classroom. We are looking for a tent. A social media post has been made for 3 of the 4 gold sponsors. Shenandoah is still undecided.

Social Events

Rich Altman has been working with Wade Howard on an event. Rich will put out an e-blast once we know the details.

Treasurer

Ron Gemeinhardt reported via e-mail. There was a question last month about the newsletter expense, given our move to electronic distribution. That expense is for publication of the final 2019 newsletter, which was invoiced in December and paid in January. Ron left a voicemail for Heather at National (earlier today) seeking clarification on insurance premiums deducted from our dues rebates. Ron will share whatever he receives in response. Track rental deposits for April and June have been refunded by NJMP. Insurance for April was refunded in this month's dues rebate. Ron has not had an opportunity to reconcile past-due advertisers yet.

Business Manager

Allison Mack reported that our sponsors seem to enjoy the social media option from the Gold Package. We have four participating sponsors for Gold (eMpower, Shade Tree Garage, Circle BMW, and NJMP). Allison has been creating one sponsor post per week. She reached out to Tyspeed via social media to see if they would be interested in signing up under the new rate packages (did not respond to initial email) since they seem to be pretty active on their own social media pages.

Newsletter

Jerry Faber reported that the Spring 2020 issue was produced and distributed (electronically). The next newsletter is scheduled for 9/1 with a deadline of 8/22. The BimmerLife northeast region content for the Fall issue was submitted. Jerry gave Brian Morgan special recognition for his 50th anniversary writeup and photo collection. Brian reported that he has a panoramic photo from 1975 which he will send to Jerry and Mark so it can be posted on the website.

Web Manager

Colin had nothing to add to Mark's report (see below). All content updates should go to Colin.

Members-at-Large

Mark Hulbrock reported that the new website is live and handed-off to Colin. All old articles are posted back to 2016. Mark thanked Rich for help in getting all the content loaded, including data entry of old articles. This will facilitate a searchable index and allow members to browse our extensive history. Mark will continue to assist but is formally turning over website management and updates to Colin. Facebook and Instagram ads are running for the Summit Point event, with a \$50 budget. Mark plans to run e-blasts for Summit Point next week and one week before registration closes. As events start to happen again Mark expects social engagement to increase. Since last month we have added 21 Instagram followers and 8 on Facebook. Mark noted that Allison has created a fantastic posting schedule for the sponsors who have come on board, and he has given her access to social accounts to complete these postings. Bob Isbitski is continuing to do social media updates.

Old Business

Kevin Sheehy reported, via e-mail, that he is working on the tri-fold brochure and will work to have a draft available for our next meeting.

New Business

The next board meeting was set for Wednesday 7/22 at 7:15 PM. Place or teleconference to be determined. Jeff White motioned to adjourn at 7:51 PM and Rich Altman seconded (approved unanimously).

Respectfully submitted,
Dave Allaway, Secretary