

New Jersey Chapter of BMW CCA Board Meeting April 28, 2021

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

President

Neil Gambony called the meeting to order at 7:17 PM via teleconference. Jamie Kavalieros motioned to approve the March minutes as distributed, and Jeff White seconded (carried unanimously). Neil reported that there will be a teleconference with Jeff Caldwell next week to clarify in-car instruction details (see Driving Events). Blake Smith has been posthumously nominated and approved for the Friend of the BMW CCA award. The award to be presented to his family at an appropriate venue. Ben Greisler, president of the Delaware Valley Chapter, has notified us of an event at Ziggy's Barn on May 22nd in memory of Rich "Tex" Meltzer and Bill Foster.

Vice President

Paul Ngai reported that the May meeting will be at Shade Tree Garage on Wednesday the 19th (date approved by the board). The garage doors will be open, with opportunity for indoor or outdoor participation. Paul noted that eMpower Automotive will be hosting an open house and car show on Saturday June 19th to benefit the local fire department. Paul reported that he has been in contact with the BMW Vehicle Distribution Center (VDC) and they are not yet open for tours.

Driving Events

Jeff White reported that national (Driving Events Committee) is now allowing in-car instruction, provided that both instructor and student are fully vaccinated. All other social distancing and protective guidelines remain in effect. This also applies to autocross and to non-household participants in fun drives. This is strictly voluntary, with lead-follow instruction available for non-vaccinated participants. Loaner helmets are not allowed. Classroom restrictions remain to be clarified. Larry Engel will obtain guidance from Bill Wade on applicability to TireRack Street Survival (TRSS) instruction. Neil noted the possibility of a scenic drive this summer.

Jamie Kavalieros reported that attendance at our first driver school of the season was a little light, as was expected. Upcoming track events are June 7-8 (Monday-Tuesday) at Thunderbolt, July 17-18 at Summit Point, and October 16-17 at Shenandoah. Jamie has forwarded the post-event invoices from NJMP to Ron Gemeinhardt and Ron will invoice the two applicable participants.

Ross Karlin reported that the driver school and club race (June 7-8) to benefit the Westlake School will not have the usual student attendees from the Westlake School. We may have staff/administrator attendees. This will be a North American Challenge event. It is too early to predict racer attendance.

Treasurer

Ron Gemeinhardt distributed the current (year-to-date) financials. Ron reported that the synchronization issue noted last month, due to voided/uncleared checks, has been fully resolved. Some late registration funds have been received from MotorsportReg (MSR) for the April school. The net loss is about \$12 thousand, or \$4K per chapter, not the worst we have experienced. Ron will invoice the N.Y. and DelVal chapters accordingly. Ron noted that there are about \$900 in credits to miscellaneous categories, due to the aforementioned voided/uncleared checks. Ross is still waiting for confirmation of TRSS venue dates from Bergen County. Due to a change in their procedures, we cannot resolve the refund/deposit issue until those dates are confirmed. Ron noted that we need to find evidence of our Print Tech deposit in order to obtain a refund. Neil motioned to adopt Ron's revised financial record retention policy, as last distributed, and Jeff seconded (approved unanimously). Ron will start culling the files accordingly, with any uncertain items to be set aside.

Business Manager

Allison Mack has posted the first sponsor bio to the website (Shade Tree Garage). Allison is working on how sponsors might help defray the cost of the 50th Anniversary event (T-shirt logos, etc.). Paul posed a question on member verification or non-member attendance at the event, which remains unresolved at this point.

Social Events

Rich Altman reported that the 50th Anniversary (+1) event has been scheduled at the Deutscher Club of Clark (DCC) on Sunday August 29th from 2pm to 7pm. There will be an all-you-care-to-eat buffet and a cash bar. A committee is working on the details. Additional volunteers to help plan and coordinate the event are welcome. The DCC does not require a contract or financial commitment.

Members-at-Large

Mark Hulbrook (reporting via e-mail) will have the 50th Anniversary sticker design by next week (to be approved), and he requested to know the desired quantity. Mark also asked whether we wish to bring back the welcome HPDE tent area yet, and BBQ/potluck party for all. Mark offered to help organize. Mark requested that Ron send him a check for the Facebook ads. Mark reported that we have now eclipsed our record of 1,000 followers on social media, with 1,100 on Instagram and 1,300 on Facebook, and steady growth every month. We had great feedback on the Show, Shine & Swap meet posts. It seems that they are very popular events, and an easy way to get members to engage with the club. We ran a 10-day ad on Facebook and Instagram for the Spring HPDE at \$15 total spend, with 31 clicks directly to our MSR page, and 1,176 views that could likely have an indirect registration. We did not come to a decision to run a second ad 4 days out. Mark would recommend running some more ads to try and fill up empty registrations in the future. An NJMP HPDE e-mail was sent April 1st, with 35.6% opens (2,078) and 106 clicks to our MSR page. These always do well. A new members' e-mail went out with 73% opens. The Show, Shine & Swap meet e-mail had 28.5% opens (1,658) and 86 clicks. Mark noted that the meet had much better response on social media vs. e-mail blast. Mark also sent a thank you e-mail to all NJMP participants, including links to our next HPDE events, with 63 opens and 12 clicks. If not done in the past, Mark feels this should be a regular occurrence.

Newsletter

Neil noted that potential articles for the next BimmerLife issue (deadline June 15th) are the Blake Smith recognition and the Westlake School benefit event. It was noted that the recent issue contained an unauthorized amalgam of the traditional and official NJ Chapter logos.

Old Business

Neil reported that he has received a box of the tri-fold brochures. Ross noted that he has received feedback on the photos being too dark and will follow up with the printer.

New Business

The next board meeting was set for Wednesday May 26th (time and place to be confirmed). Jamie motioned to adjourn at 8:03 PM and Paul seconded (approved unanimously).

Respectfully submitted,
Dave Allaway, Secretary