

BMWBMW Board Meeting Minutes  
23 Feb 2014

Meeting called to order @ 1320

In attendance:

Scott Keimig, Pres.  
Drew Alexander, VP  
Henry Winokur, Treasurer  
Joel Gladding, Membership Chair  
Wes Fleming, Newsletter Chair  
Cheree Craze, Safety Chair  
Kurtis Minder, Rally Co-Chair  
Mike Potter, Member  
Jim Craze, Member

Andy Dooley, Webmaster, joined on the phone for about half the meeting.

ITEM 1

Scott – time to start thinking about the Election Committee.

- It forms in March
- Reports to the Secretary
- Start soliciting for candidates in April

ITEM 2

Henry – handed out financial report for January

- Balance: \$15,067
- Expenses – we lost a bit over the last few months, mostly related to the holiday party
- Paul Wilson is the club's new registered agent, so we're all re-upped for our non-profit status in DC for 2 years
- ACTION ITEM: Scott will send a thank-you letter

ITEM 3

Drew – asked for an advertising package to send/give to prospective advertisers

- ACTION ITEM: Wes will put this package together

ITEM 4

Joel – gave membership report

- 355 active members, 67 associates (tot 422)
- 12,610 membership months at this time

- database is in good shape & being regularly backed up, but running reports is difficult; Joel is working on that
- joins/renewals – Nov 1(?), Dec 7, Jan 8, Feb 13 so far
- Kurtis – what do we do when a membership lapses?
  - o Joel – we contact them by email, mail or phone
  - o Future idea – go over entire list of lapsed members, Board members can contact those they know personally, then we can send letters/emails to the rest; if emails, then we can cull the lapsed list of bad/dead email addresses
  - o Andy & Joel will work together to put together this list of lapsed member email addresses
- Henry – Q what format is the membership database? A: Access
  - o ACTION ITEM: Wes will put a bit in BTS asking the membership if there's any Access experts that can help us streamline/organize the db better
- Drew – we should do something to get feedback from members who don't renew – find out why they don't
- Joel – how do we protect our membership data? Generally, limited access to the info
  - o Andy purges inactive email addresses every month
  - o Wes periodically deletes spreadsheets with member addresses

#### ITEM 5

Henry – Q: Where are meeting minutes reported?  
Discussion tabled until March Board meeting

#### ITEM 6

Drew – 6 month introductory membership for people who buy a new or used BMW from Battley, Bob's or Morton's

- even a 10% renewal rate would mean a dozen or couple dozen new members every year
- ACTION ITEM: Scott will draft a letter to the dealers asking for their participation; other Board members will review
- ACTION ITEM: Wes will redesign membership brochure

#### ITEM 7

Officer/chair backup responsibilities – especially for webmaster – tabled until next Board meeting since Andy wasn't able to attend in person

#### ITEM 8

Rides Contest ideas

- Scott will check w/Maria as to her conversation with Ed

- Wes suggested Historical Markers Tour with various categories (Most in Virginia, Most in Maryland, Farthest Away, etc.) and classes (Retired Riders, Vacation Riders, etc.)
- Henry suggested a Palindromes Tour
- Somebody (Drew? Scott?) suggested getting the last 10 or so themes, maybe we can start recycling some of them

#### ITEM 9

##### Dealer open houses

- Battley – date unknown
- Bob's – 26 April, Scott & Henry will organize presence
- Morton's – 12 April, Wes & ?? will organize presence
- Readdress electronic joining with Andy at March meeting
- ACTION ITEM: Mike Potter volunteered to investigate ways to pay with credit card like ProPay, other swipe devices that are smartphone/tablet compatible

#### ITEM 10

##### Final Drive on the Forum – do we still need it?

- discussion was lively, but I wasn't able to write down much of it
- general consensus was that FD still serves a small purpose (de-escalation of pissing matches) even though we haven't used it for that in a while
- we will discuss this again in the future

#### ITEM 11

##### Drew – Club Historian

- find some long-time club members, ask them for context on old club documents
- talk to Jim Howland (Secretary) about leading this committee
- ACTION ITEM: Wes will put a blurb in the April BTS about this
- ACTION ITEM: Wes will follow up on finding commercial scanning service for BTS back issues, tub of club documents – get estimates

#### ITEM 12

##### Drew & Kurtis – Rally Update

- introduction of Kurtis Minder (MINN-dr, not MIND-er) as Rally Co-Chair, there was much rejoicing & applause
- new update written & published in the March BTS
- goal is to contain costs and possibly break even
- discussion of ditching pins in favor of t-shirts this year; Drew knows a vendor that can do a 4-color design on a white t-shirt for under \$4 per
- we could still sell pins, if there was enough interest

- discussion of when to cut off registration discount period (aka "pre-registration") with no decision

### ITEM 13

#### Daylight Savings Time

- BoD, GMM & Tech Day are all on 9 March
- DST starts that day
  - o ACTION ITEM: Wes will put note in electronic edition of March BTS – it's too late for the print edition
  - o ACTION ITEM: Andy will make a note of this in the March beginning-of-month email blast when he gets back from Puerto Rico on/about 4 March

Meeting adjourned @ 1440

Minutes submitted by Wes Fleming, Newsletter Chair