

BMWBMW BoD Membership Meeting 3/09/14

Held at Morton's BMW in Fredericksburg VA

The meeting was convened at 10:05 AM by Scott Keimig.

1. **Review/Approve February minutes** Proposed acceptance of some minor word-smith changes exchanged via email; approved unanimously .
2. **Tech Sessions**
 1. Option of paying reimbursement for expenses (\$50) to any member in good standing assisting/managing in events as long there is no conflict of interest/personal benefit. Motion to reimbursement to pay \$50 (once a month) approved unanimously.
 2. Proposed hosting of official club-sanctioned tech day is restricted to members in good standing; approved unanimously.
 3. Airheads Beemer Club Air Marshall has offered to join in joint tech rally events including the Technobarn event his chapter hosts and help set up an tech event at the Square Root Rally: Didier Devynck, Silver Spring, MD 240-643-3950
3. **Availability to staff dealer spring open houses** – use of on-line joining
 1. Battley's 5/3 – club coordinator Andy Dooley
 2. Morton's 4/12 - club coordinator Wes Fleming
 3. Bob's 4/26 - club coordinator Scott Keimig
 4. Media Post April and May events:
4. **Upcoming Events**
 1. Next Meeting: 4/13 @ Battley Cycles
 2. Morton's Spring Fling 5/16 -18
5. **SRR Rally** discussion/updates, etc. Motion to increase budget for rally 10%; approved unanimously.
6. **Open chair positions**
 1. Sales – Mike Potter recently accepted
 2. Elections – Will solicit interest of committee from 2013
7. **Treasury status report**
 1. YoY 2011 – 2012 – 2013 comparisons were discussed for a better understanding of primary drivers of income & expenses.
 2. Henry Winokur did not have his balance statement available. He recollects that our current balance was something over 15K, which, while not exact, was in the ball park.
 3. Increase business advertising for members owning/operating businesses
8. **Membership**
 1. Member drive plans could increase income 15% to \$9200/annum.
 2. Increase visibility at more mid Atlantic motorcycle events and publications.
 3. Trial membership initiative with dealerships is proceeding with 2 on-board and 1 expected.
 4. Lapsed member recovery initiative will be handled by Joel with participation from BoD.
9. **Rides program Update** Scott briefed on the 2014 Rides Program being developed by Ed Phelps based on a suggestion from Karen Ager. It is called “The Build a Bike Grand Tour”. Formal details are expected to be posted to the website.

Meeting was adjourned at approximately 10:55