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BMWBMW Board Meeting – DECEMBER 2014

Installation of new BOD

- Outgoing officer appreciations – Drew Alexander – VP
  - New concepts for rallies, increasing membership, retention were well received and appreciated.

BOD strategic planning meeting for 2015

- Board decided to hold the 2015 planning meeting during the International Motorcycle Show next month at the DC convention center. The plan is to meet in a private area of the center and discuss our goals for 2015
- Saturday 10<sup>th</sup> and Sunday Jan 11th are options, dates and times will be selected via email.

Review November Minutes of BoD / General – Not discussed

Open Committee Chairs (Scott)

- Government affairs - TBD
- Rides - TBD
- Safety chair will be Drew

2015 meeting venues (Scott/Mike)

- Feb 14<sup>th</sup> & May 16<sup>th</sup> – Bob's BMW
- April & Dec – Battleys
- Other dealerships will be contacted for other dates/months. Sundays are a labor cost issue for dealerships who are closed on Sundays

2015 Tech Days (Nicki/Bruce) – Not discussed

Member of the Year Award (Scott) – Discussed, Scott will call awardee and inform the individual of event and appreciation

Holiday Party (Drew/Scott)

- Sunday, 18 January 2015
  - La Ferme 7101 Brookville Rd, Chevy Chase MD 20815 301.476.1655
  - Brunch from 12.30 to 5.00 pm
  - Awards presentation starts at 3.00 pm
  - Cost: \$25 per person
  - Registration deadline is 12 January 2015

Treasury status report (Henry) \$ 14, 204.54

- Detailed report will be provided as part of the end of year fiscal summary in January
- Pre-paid advertising will be accepted in January 2016

## Membership Chair (Shannon)

- 293 Active/Current Members (62% of Active) – 46 Associates (Total 339)
- 176 Active/Expired Members (38% of Active) – 25 Associates (Total 201)
- 953 Lapsed Members (2004-2014: many of these should probably be identified as Quit Club)
- BoD agreed to the following process for changing the status us Active to Lapsed to Quit:
  - If member does not renew within 30 days, change to Lapsed Member – focus on this group for renewals.
  - If member does not renew within 90 days, change to Quit Club (Quit Club members are lost to us, we do not re-contact).
- Actively engaged in the past 6 weeks since taking over to clean up records, send out renewal reminders (238 reminders), welcome packages (74 packages), etc.
- Jim Howland will email names of possible members from other clubs
- It was recommended that MSF instructors in the general area be contacted to inform them of the club, a possible avenue to connect to preowned motorcycle sale market not represented by local dealerships. Is there a MSF social network to make this connection easy?

## Media Chair Report (Wes)

- Will email details, ran out of BOD meeting time.

## General Membership Meeting

Officers gave an overview of their backgrounds and thoughts about the club, followed by two special speakers:

- Devin Battley, owner gave an overview of his personal riding background and passion for riding and BMW bikes
- Special guest Neale Bayly

Neale Bayly, renowned motorcycle journalist and philanthropic adventure rider, has explored much of the world on two wheels, riding across 45 countries in 35 years, many of them at the helm of adventure-seeking expeditions. Nearly 30 years ago, the unshaven, mop-haired Brit arrived in the US on a one-way ticket and \$200 in his pocket. Neale worked odd jobs, bought a \$400 bike, and rode from Florida to Alaska. Declaring America a “big freak show” that he couldn’t possibly leave, Neale, father of Patrick (12) and Luke (17), now calls Charlotte, NC home.

During an adventure motorcycle ride to Peru years ago, Neale was transformed by the abandoned children he met at the Hogar Belen orphanage. He formed Wellspring International Outreach, a nonprofit dedicated to helping orphans around the world.