

Board Meeting - February 14, 2015 at Bob's BMW

Treasury status report (Scott for Henry)

\$12,403, ~700 loss taken at annual holiday brunch, but event was great and worth the slight loss

Media Report (Wes with Andy)

Andy:

Need to post new logo for SRR

Still need bio and picture for Katie, and Jim on a bike vs rototilling

Website SW updates in process, more content work is planned

PayPal compatibility with tablet devices due to outdated security on some handheld devices, and still need to check if our server and website is not the issue.

Action item: We will post PayPal issue disclaimer on website and forum

Action item: Add Officer Chronology to website

Action item: check frequency of BTS downloads, see if server monitors this

Wes:

Rising costs of BTS publishing, need to decrease mailed/printed copies

Look at cost of an annual yearbook of all the BTS for that year, and offer that in turn for members going all digital

Really need content from others, BTS is turning into Wes' magazine with many articles written by himself

Jim Howland had similar experience with Gravely Club, Jim offered to help with stories and layout if needed, local ABC (Airheads) events and tech days can be source of new material and members.

Library of "good rides" would be good content for BTS and events

Action item: Need to check at overall club liability policy and recommendations for waivers and handouts for rides, SRR and all events.

Membership status report (Shannon)

320 members

1. Define eligibility of trial membership vs. extended membership

Action item: Look at volume of dealership joins and see who is new vs. former, see if it makes sense to extend 6 month free trial to all dealer sign ups vs just new members.

2. Yield from Airheads invitation to join
3. Recruiting tools: trifold brochure, wallet card, etc.

Action item: Updated trifold is needed, Scott will check

Rally Planning (Kurtis)

Government Affairs Chair (Scott introduces Michael Noyes)

Rides Chair (Scott with Bruce Dimon & Maria V)

Bruce will check on obtaining details on club rides and the 2015 contest and report out at the next meeting.

1. Partner with COG
2. Group rides
3. Contest for 2015

Spring Open Houses: details and dates are in BTS

Morton's Spring Open House

When: Saturday, Apr 18, 2015

Where: Morton's BMW Motorcycles, 5099 Jefferson Davis Highway, Fredericksburg, VA 22408, United States ([map](#))

Description: Spring Open House! Come see and ride the new models, enjoy some great food, pick up some terrific deals, and be part of the crowd welcoming the prime riding season at Morton's!

Bob's BMW Spring Open House

When: Saturday, April 25, 9am – 4pm

Where: Bob's BMW Motorcycles, 10720 Guilford Road, Jessup, MD 20794, United States ([map](#))

Description: Annual spring Open House

Jim Fletcher will be custodian of the GS-911 tool, will be made available at events and he can be contacted at Fletcherj@jimalex@gmail.com . Best way is email and his cell phone is 301-908-5257

Michael Noyes is new Government affairs chair

Tech Days planned for the next three months

March 2015 details:

Tech Day and Membership Meeting at Morton's BMW

When: Sun, March 15, 9am – 1pm

Where: Morton's BMW Motorcycles, 5099 Jefferson Davis Highway, Fredericksburg, VA 22408, United States ([map](#))

Description Tech Day - 9AM-1PM Board Meeting 10AM Member Meeting 11AM

List of action items:

Action item: We will post PayPal issue disclaimer on website and forum - Wes

Action item: Add Officer Chronology to website - Wes

Action item: Check frequency of BTS downloads, see if server monitors this - Wes

Action item: Look at volume of dealership joins and see who is new vs. former, see if it makes sense to extend 6 month free trial to all dealer sign ups vs just new members. - Shannon

Action item: Updated trifold is needed - Scott

Action item: Need to check at overall club liability policy and recommendations for waivers and handouts for rides, SRR and all events. - Scott

General Meeting - February 14, 2015 at Bob's BMW

Treasury status report (Scott for Henry)

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Membership status report (Shannon)

320 members, dealerships and member referrals help considerably with membership, please continue to recommend the club. We have club calling cards and BTS available to hand out for your events and rides.

Media Report (Wes)

Really need content from others, turning into Wes' magazine, no picture too large, no story too small. Not looking for polished papers, simply need your stories of rides, repairs, events etc. Can turn any story into award winning prose....

SRR (Curtis)

Site ready for us to visit/assess next month, will need help, early June time frame, so mark your calendars. Vendors and events planned and contracts will be put together soon.

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Bob's BMW: Hanna and Bob provided an overview of events planned for the upcoming season. Staff provided an update on new products they have and recommend.

Many thanks to Bob and his staff for their time, generosity, and friendship.