

Board Meeting - May 9, 2015 at Bob's BMW

<http://www.bmwbmw.org/officers>

Review of Action Items:

1. Sales items being prepared for SRR, prototype travel mugs will be brought to SRR for member viewing. Orders can be done at SRR.
2. Chronology of the club on our website. Will use recent membership directory.
3. BTS download metrics. Results of Google Analytics or http Get Count were discussed, need to look at a full years' worth to assess and seasonal changes.
4. Printing of new tri-fold brochure of the club. Should be ready for SRR
5. After a review of the past 3 years of income and expenses, we are short \$1k – 1500 per year. Need to assess actual operating costs and look at expenses that have risen and consider minor increases in fees and sale items to offset increases in mailing and printing expenses.

Membership status report

Up 52% from last year

Treasury status report (Henry)

\$15,688.71 In the reconciled bank balance as of 4/30/15;15,877.11 club account balance as of 5/8/15.

Media Report

Andy voluntarily apologized for email sent announcing BTS. Day job should not become stand up comedy! No offense intended, and offensive humor will be removed from website and an apology will be sent to the general membership.

Rally Planning (Kurtis)

Shirts ordered, higher quality than last year. Schedule of events booklet will be made and circulated at SRR. A rally planning mtg will follow today's membership meeting, and a ride to WestMar for site check and inventory will follow.

Rides Chair (Bruce Dimon)

Bruce discussed details on upcoming club rides and provided some details on the first 2015 Saddlesore 1000 endurance ride. Will update rides on the website and BTS calendars.

General call for nominations for the Member of the year and Hall of Fame.

We need to get an Elections Committee established after completion of SRR.

List of action items:

1. Chronology of the club on our website. Once details are verified as accurate online, this item will be closed.
2. BTS download metrics. Close for now until seasonal data is captured, review again at the end of the year.
3. Printing of new tri-fold brochure of the club. Material is ready for print, need to check with Wes and close out.
After a review of the past 3 years of income and expenses, we are short \$1k – 1500 per year. To avoid raising the dues for the short term, we will look at marketing to increase the sales of club goods, hats, shirts, etc. Kurtis will assess operating expenses based on three year data from Henry and items that should be considered for fee increases such as mailed print copies and sale items.
- 4.

BOB'S BMW 2015 CALENDAR OF EVENTS

ALL MAKES & MODELS WELCOME! COMPLETE DETAILS AT BOBSBMW.COM

MARCH 21	RIDER TUNE UP SEMINAR 11 A.M.	JUNE 20	TIPS FOR PROPERLY STRAPPING DOWN A MOTORCYCLE 11 A.M.
APRIL 1	THRU MAY 31. RIDE THE ROAD TO ARTS FOR CHANCES TO WIN PRIZES.	SEPT 19	FALL OPEN HOUSE: OKTOBERFEST & SWAP MEET
APRIL 25	SPRING OPEN HOUSE: BOB-B-QUE & DYNO DAY	SEPT 27	BALTIMORE/ WASHINGTON RIDE FOR KIDS® TURF VALLEY RESORT
MAY 9	BOB'S BMW & VETMOTORSPORTS HOST A MILITARY APPRECIATION DAY!	OCT 24	SIMON & LISA THOMAS: WORLD'S LONGEST MOTORCYCLE JOURNEY AS A TEAM.
JUNE 13	DR. GREG FRAZIER: AROUND THE WORLD BY MOTORCYCLE...6 TIMES!	DEC 19	HOLIDAY CHEER CUSTOMER APPRECIATION DAY

BOB'S BMW GET EVENT DETAILS AT BOBSBMW.COM
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EVENTS REGULARLY ADDED THROUGHOUT THE YEAR. VISIT BOBSBMW.COM

General Meeting - May 9, 2015 at Bob's BMW

Hannah provided details on upcoming local events not only at Bob's dealership, but also events sponsored by local organizations such as VET Motorsports and other clubs

New and recent new member introductions and roundtable discussion of rally and upcoming open houses. Two new members volunteered to support the SRR.

Treasury status report (Henry) \$15,688.71. in the checking account, \$15,877.11 club account balance.

Membership status report up 52 %

Media Report Andy apologized for email sent announcing BTS. Day job should not become stand up comedy! No offense intended, and offensive humor will be removed from website and an apology will be sent to the general membership.

SRR (Kurtis)

Site ready. Planning meeting after this meeting from more details, will need help, early June time frame, so mark your calendars.

Rides Chair (Bruce Dimon)

Bruce discussed details on upcoming club rides and the 2015 contest

New Maryland Breakfast rides planned

Clifton breakfast ride

Saddlesore overnight rides

Next meetings:

June 5, 6, 7 SRR

Bob Hening provided details on his dealership expansion and overall strategic plans.