

BMW MOA Board Meeting

Open Session

January 12, 2008

In Attendance: President Dave Swider, Vice President Deb Lower, Secretary Muriel Farrington, Directors Greg Feeler, Michael Friedle, Gail Hatch, Jackie Hughes and Karol Patzer; Executive Director Ray Zimmerman, Ambassador Liaison Clark Luster, Site Selection Committee Chair Chuck Manley, Media Editor Vince Winkel, Chartered Club Liaison Robert (Koop) Cooper, Consumer Liaison Paul Johnson,, MOAF President Eric Simon, Office Manager Tammy Leuthauser, and CIS Administrator Glenn Hanlin. Treasurer Bob Malehorn was not in attendance; no proxy submitted.

Members in attendance: Allison Gifford, Johnathan Gifford, Josh Metzger, Hi Bice, Michael Johnston, Julie Manley, Bud Meade, Elizabeth Clark, and visitor Lisa Hatch.

The meeting was called to order in the Sheraton Chalet / Westport at 12:25 pm.

President's Remarks – Dave Swider

Dave welcomed all those in attendance and gave an overview of the logistics of the MOA quarterly Board meetings, consisting of open and closed sessions.

Secretary's Report – Muriel Farrington

- Oct 10 Conference Call: Approved minutes from October Board Meeting; following approval, minutes were then sent for publication in ON and posting on the MOA web site.
- Oct 14 Conference Call: Committee Status Reports and approve May 07 Exec Session Minutes.
- Nov 14 Conference Call: Committee Status Reports and approve Oct 14 concall minutes.
- Nov 28 Conference Call: Approved Nov 14 concall minutes, discussed Friend of the Marque and Prof. Dr. Gerhard Knöchlein BMW Mobile Tradition Award submissions and 2008 budget.
- Dec 12 Conference Call: Approved Nov 28 concall minutes, chose Friend of the Marque and Prof. Dr. Gerhard Knöchlein BMW Mobile Tradition Award submissions, followed by general discussion.
- Jon and Sue Diaz will serve as the 2008 Election Committee.

Treasurer's Report – Deb Lower for Bob Malehorn

Financial position remains strong. YTD income is well above budget. The budget for 2007 was approved at close to breakeven. Current year income is about \$100,000 behind the same period last year demonstrating increased expenses

Ambassador Program - Clark Luster

- Two new Ambassadors were approved. The names will be made public after the appointees have been notified.
- The Ambassadors will once again take on the task of welcoming new, first-time rally attendees.
- Clark welcomes anyone to nominate an Ambassador.

Advertising Report – Ray Zimmerman for Ted Moyer

- Ted reports \$1,058,451.00 in advertising sales in 2007, a record high.
- Renewals are looking good with January up 21%. We currently have \$789,000 in signed contracts, which is 56% of the goal.
- Advertising in the Anonymous Book is down slightly, but our involvement with other publications should compensate for that.
- MOA has/will have a presence at all 13 IMS shows and 4 Canadian shows. Member sign-up has been very good.
- The MOA currently has two show booths.

Executive Director Report – Ray Zimmerman

Full Report on File

- Contract Summary: Advertising Director Contract is ready, the Art Director and Information Architect's contracts are in place.
- Membership – Currently at 39,275 with attainable goal of 40,000 in 2008.
- Member Benefit Programs – NSD is huge success, info out soon on MAPS. Medjet has 375 participants. Market Insurance Survey is complete.
- Computer Information Systems; status update.
- 2008 Election – RFP is out to Wolf, Nilges, Nahorski for ballot collection and counting.
- 2008 Rally Contracts – equipment contracts are in process.
- 2007 Budget Performance – Income slightly higher, COG higher than other costs, but less than budgeted. Net Income shows more than projected in budget, approximately \$80,000.

Computer Information Systems – Glenn Hanlin

Glenn reported current status of system protection (firewall, backup, VPN, disaster recovery, anti-spyware, workstation rebuilds) and upgrades to iMIS; the upgrade to iMIS 15 and new eCommerce system are currently on hold pending further evaluation. Online registration for local clubs testing will be expanded in 2008.

Media Editor Report – Vince Winkel

- The 35th Anniversary book is in layout and expected to be ready for shipment in mid February.
- Website - 27,500 registered users.
- Email Newsletter – 1,700 subscribers with 50 – 100 more each month.

- Considering Local Club Page.
- Pre-rally coverage has begun. He has received good articles on the area. He is promoting the rally through traded ads with Rider, Road Runner and one or two other publications that are popular with BMW riders. The publications also have rally coverage.

Awards & Recognition Committee Report – Gail Hatch

- The International Club Council Award (Friend of the Marque and Prof. Dr. Gerhard Knöchlein BMW Mobile Tradition Award) candidates have been submitted and will be decided upon at the next Council meeting in September.
- Michael Friedle presented the 2007 Friend of the Marque award to Norm Smith at the Cycle World International Motorcycle show in New York on December 29 and will present the 2007 Knöchlein Award to John Lacko on January 13 at the Cycle World International Motorcycle Show in Washington, DC.

Communications & Marketing Committee Report – Greg Feeler

- Online Services for the Country Store and Registration is in extended test.
- “From the Board” column continues in ON; reception to date has been very positive.
- “Forum Terms of Use” are being reviewed by a lawyer; expect approval by April.
- Forum Liaison job description is in process.
- Elections Forum – same format as last year, moderated by the Forum Team.
- Marketing / Promotions – rebranding MOA image/graphics, intellectual property, goal is to move ahead for April Board meeting.
- “3 for Free” program is moving ahead. Need full year before evaluation.
- Husqvarna – monitoring.
- Regional (non traditional) Events – working with Rally and Events Committee.
- Posting Guidelines – recommend the Board adopt. (full policy is posted on the Forum under Online Central).
- Greg thanked the Moderation Team for their significant contributions, Greg read the sig line policy and explained this Posting Guidelines would be a living document.
 - Action:** Deb Lower moved to accept as revised, Jackie Hughes 2nded. After discussion, motion passed with Karol Patzer abstaining and Gail Hatch opposing.
 - Dave Swider emphasized that this policy will be revised from time to time based on input from the moderators.

Rally & Events Committee Report - Jackie Hughes

- Exploring Member Activities and Events in 2008, including Regional Events.
- Rally site searches continue.
- Now have a marketing information piece that was used at a recent trade show.
- Committee is looking at revising Rally Zones.
- The Rally and Events committee recommends the following Policy for Club Space at the International Rallies:

Rally & Events Committee Recommended Charitable Organizations policy – 1/12/08 In an attempt to facilitate Chartered Club gatherings at the BMW MOA International Rally, space will be provided as facilities permit to the BMW MOA Chartered Clubs in good standing for the purpose of distributing information regarding Club projects, events, charitable causes, and newsletters. This dedicated space will be separate from commercial vendor and seminar areas. Booths will be staffed exclusively by Chartered Club members. This space will include one table and two chairs. Space will be provided free of charge on a first-come first-served basis. Reservation requests must be received by the BMW MOA Office no later than 30 days prior to rally move-in date. Active fundraising for club charitable causes will not be allowed.

Action: Deb Lower moved to accept, Michael Friedle seconded. Following discussion the motion was unanimously approved.

2008 Rally Update – Karol Patzer

- 2008 Rally will be held July 17-20 in Gillette, WY.
- 95% of the rally chairs are in place.
- A newsletter went out to Rally Chairs and Co-Chairs 1/16/08.
- Rally contracts for equipment are under way.
- Chairs and Ambassadors need to get hotel reservation forms to Tammy.
- Both Sherpas are offering an event rate for Rally chairs and setup volunteers.
- Media team will be in charge of press releases.
- Karol complimented Jonathan Tessler for his work on the rally designs.
- Pre-registration begins April 1.
- The website and Rally forum are active.
- Continue to solicit articles for the Rally.
- A promotional PowerPoint presentation has been developed and Deb will show it at Rocky Mtn BMW Club meeting in early February.

Chartered Club Liaison Report – Robert (Koop) Cooper

- Working on Club Profiles.
- Searching for ways to recognize Club Presidents at the National (International) Rally.
- Need way for Clubs to update Club information on the website in an effort to ensure accuracy of the Anonymous book.
- There will be a notice in ON when Club Renewals are due with mailings out about mid May.
- Looking into possibility of renewing Club Charters through the Country Store.
- Working on improving communications with Clubs.
- Discussed the timing of the Presidents' meeting at the International Rally after suggestion from member Michael Johnston. Should the Presidents' meeting be prior to the BOD meeting so that the Presidents can raise issues at the board meeting? Under consideration.
- Question: Gail - Should club liaison be a geographic role? Greg - That was the original intent of the role, maybe it needs to be revisited. Would like to explore Regional Liaisons.

Chuck Manley suggested an ON article announcing the Town Hall Meeting in an effort to attract more attendees.

Dave Swider will promote the Presidents Meeting in the ON. We need to continue to reach out to local Clubs.

- Dave to write something regarding the insurance topic – expect no resolution due to lack of interest at the local level. (Ray) This topic was identified as a “no go” several months ago.
- C&M & Koop to continue working on communications.
- Discussion followed regarding providing a cross index in the Rally Manual so that people can find the “track” that they are interested in.

Consumer Liaison Report – Paul Johnson

Received five calls:

- Three calls didn't request action, only awareness.
- One issue resolved itself.
- The last issue has been resolved to the complainant's satisfaction.
- Paul was monitoring the Forum discussion concerning a magazine subscription vendor at West Bend. Most people have finally received their subscriptions.

Mileage Contest Report – Karol Patzer for Steve Brunner

- 2,200 entrants at the start of the 2007 contest.
- 1,700 completed the contest.
- Becky Weber will be ordering pins.
- Gail Hatch offered to help with software program to calculate results as needed.

BMW MOA Foundation Report – Eric Simon, President

- Roger Wiles is in charge of MotoSafe; committee members review articles prior to publication.
- Valdez, David's Hough's side-car rig, may be put on eBay in the spring. Valdez is currently in Ray's garage; Eric granted permission to Ray to move it to secure storage until it is sold. Gail Hatch offered to help Eric with Ebay possible sale.
- The Rounders are restoring a 1972 BMW R75/5 donated by Bill Eppley. It will likely be offered in a 50/50 raffle, possibly offered through the Country Store. Half of the proceeds are to go to the Foundation and half to the Garth Eppley Music Scholarship.
- George Davies, the 2007 Rally Door Prize winner of Beaches two-week trip for 1, has turned the tour over to the Foundation for a raffle; approximate value \$5,000. Foundation is considering a raffle with limited tickets. Details to be worked out.
- A question was raised about the transferability of door prizes. Can we encourage donors to allow transfers to the Foundation? No resolution. Ray to check tax consequences.
- Holiday Cards – sold 30 boxes in the two weeks before the Holidays. These will continue to be offered through the Country Store. Photo submissions are welcome.
- Markel Insurance is sponsoring the motorcycle safety courses at the rally.

- Markel will donate an R75/6 or R90/6 to the Foundation.
- The Foundation is pursuing the ability to hold seminars and courses put on by Puget Sound Safety at the Gillette Rally. Courses offered may include a suspension clinic, and adventure rider/dual sport clinic.
- Lee Parks is interested in working with the Foundation.
- Camp Gears planning is under way with Ryan Manley and Zach Wyatt as co-chairs.
- Looking for a coordinator for the ERC Course.
- Randy Hone wants to redesign the Foundation logo; that's on the back burner for now.
- Need to look for professional fund raiser. Funds would need to be raised before a future Ride Center could ever be considered.

Dave said he was really pleased that the Foundation is moving forward on so many fronts.

Member Comments:

- Bud Meade asked about the relationship of the MOA to the MOA Foundation and had presented a question on behalf of a Forum member, "What is the emergency nature of the Anon Book". It was generally agreed that through the use of codes, people indicate if they are open to non-emergency calls.

The meeting was recessed to move into Closed Session at 4:45 pm following a 15-minute break.

The Meeting reconvened at 8:00 pm.

Report from Closed Session – Muriel Farrington

- December 12 Conference Call minutes were approved.
- Life Memberships will be discontinued effective May 1, 2008.
- Rally fees for non-members have been set at \$40 pre-registered and \$45 at the gate. Member Fees will remain \$30 pre-registered and \$35 at the gate, and Children under 15 will remain at \$7.50.
- The 2007 budget has been extended through the end of February, giving time to approve the 2008 budget.
- Two new Ambassadors were approved.
- Change to Ambassador Nomination process in that no sitting Board Member will be able to sign a nomination form approved.

Other

Dave presented Chuck and Julie Manley with Kermit chairs in recognition and appreciation of their assistance to Rally Chairs at the 35th International Rally in West Bend.

The next MOA Board Meeting will be on April 19 in St Louis area.

Conference calls are scheduled for:

- January 23 – to approve January Board minutes.

- February 13 to discuss 2008 budget, dues structure, and Executive Director's compensation.
- February 27 – contingency meeting.
- March 19 – contingency meeting.

Dave Swider made the following new assignments to committees:

- A&R – Modify Ambassador nomination form.
- R&E – Review current Rally Zone Map and consider consolidations.
- F&O - Address and make recommendations for
 - Executive Director Compensation
 - Finalizing 2008 Budget
 - Membership dues structure
- C&M – Lifetime Membership Program; Committee will work with Dave on this.

Michael moved, Greg seconded, and the meeting was adjourned at 8:05 pm.

Respectfully submitted,

Muriel Farrington, Secretary

Minutes Approved January 23, 2008 Conference Call

President Dave Swider, Vice President Deb Lower, Secretary Muriel Farrington, Directors Greg Feeler, Michael Friedle, Jackie Hughes, and Karol Patzer.