

BMW MOA Board Meeting, Open Session
July 21, 2006
Essex Junction, Vermont

Present: President Dave Swider, Vice President Deb Lower, Secretary and Rally Co-Chair Rob Nye, Director and Rally Co-Chair Michael Friedle, Director Chuck Manley, Director Karol Patzer, Director Linda (Helen Twowheels) Hedden, Director Greg Feeler, 2007 Rally Chair Sue Rihn-Manke, Chartered Club Liaison Robert (Koop) Cooper, Ambassador Liaison Don (The Kiltmeister) Faichney, Media Editor Vince Winkel, Deputy Editor Mandy Langston, Advertising Director Ted Moyer, Assistant Advertising Director Chris Hughes, Art Director Michael Cohen, Executive Director Ray Zimmerman, retiring BMW MOA Foundation President Roger Wiles, Recording Secretary Marilyn Roberts, and several BMW MOA members.

Presidents Remarks—Dave Swider

Sue Rihn-Manke resigned from the board in order to chair the 2007 rally. Dave appointed Greg Feeler to fill her remaining term on the board.

Sue Rihn-Manke and Brian Manke will chair the 2007 BMW MOA rally in West Bend, Wisconsin. Sue and Brian will mentor Chuck and Julie Manley.

According to the revised by-laws of the Foundation the BMW MOA nominates five individuals to the Foundation board. The BMW MOA nominated Paul Glaves, Jean Copas, Gray Buckley, Emerson Goodwin, and Jackie Hughes. The BMW MOA Foundation nominates the remaining four board members. Foundation nominees are Mark Austin, Randy Hone, Brad Benn and Larry Stonestreet. The nominees then select officers. The following slate was approved by the Foundation at their annual meeting:

President: Paul Glaves
Vice President: Brad Benn
Secretary / Treasurer: Jean Copas

The Media organization has been transitioned. The *BMW Owners News* is a good part of what the 'MOA is to its members and Sandy Cohen contributed to that. The Board relayed its gratitude to Sandy and presented a plaque to her via Michael Cohen.

Treasurer Deb Lower on behalf of Bob Malehorn who was unable to attend.

The audit has been approved; Bob will publish an annual auditing report in the *BMW Owners News*. From January to June 2006 the investments have done well. Budget revenues were exceeded. The BMW MOA is in sound financial shape, including long term memberships.

Media Report—Vince Winkel

Vince introduced Mandy Langston, Ted Moyer and Chris Hughes. The Media Department continues to develop the website. An online Flea Market has been established. The department is in the process of indexing *BMW ON* articles back 34 years. Rally seminars will enable members to tell the media staff what they want in the magazine and on the website. The magazine has been out on time every month; Vince expressed gratitude to Michael Cohen for that.

Executive Director—Ray Zimmerman

Ray presented slides on Membership, Member benefits, Financial status, Marketing, Awards and announced the 2006 BMW MOA Open House is scheduled for September 23d. He recommended that the Kingery print proposal be accepted. Rob Nye **moved**, seconded by Helen Twowheels, approval of the printing proposal from Kingery Printing. Motion carried.

Advertising Director—Ted Moyer

BMW Owners News contracts are ahead of 2005. The Rally Program is up 53% over last year because of the local ad sales program; Ted appreciated that Michael Cohen held space for local ads.

Rally Update—Rob Nye

Approximately 6500 were onsite at the time of the meeting. There was an issue with the local police the previous night because the band played too late. There have not been any significant accidents or injuries.

Ambassador Liaison—Don Faichney

The Ambassador Dinner was held on Wednesday evening; Kilty thanked board members for their cooking and serving assistance. The Ambassadors are a self-supporting group; each paid for his/her own dinner. The rally provided beer for the Ambassador dinner.

The Ambassadors provided a service for first time national attendees. Four hundred special plastic mugs were ordered and they were gone by 3 p.m. on Thursday. Kilty has contact information for all of them and would like each of them sent a letter of thanks for attending the rally and a membership brochure if he/she is not a member. Chris Hughes volunteered to look after that part of the program in West Bend.

Chartered Club Liaison—Koop Cooper

Approximately 70 of the 218 clubs have not renewed their charters; Marilyn will send reminders after the rally. The hot issue with clubs is liability insurance but there is not a clear-cut message; only about 30 clubs responded to Koop's query. Koop reminded club representatives about the Presidential Palace on the BMW MOA forum. Only about 25 clubs are represented and the posting frequency is poor. Koop has been the Chartered Club Liaison for 2 years and he is still enjoying it.

Consumer Relations—Ray Zimmerman reported on behalf of Paul Johnson who was unable to attend.

Richard Weeks of BMW Customer Relations is on-site and will present a seminar.

BMW MOA Foundation—Voni Glaves

Voni thanked the BMW MOA Board for its support and thanked Roger Wiles who has carried the Foundation through its transition. New officers are Paul Glaves, President; Jean Copas, Secretary; and Brad Benn, Treasurer. Foundation programs include the rally ERC, the Seasoned Rider Course and Camp GEARS. This year there were 14 young riders in the Camp GEARS program. The Foundation would like to grow Camp GEARS next year.

Sue Rihn-Manke pointed out that the Foundation played a pivotal role in obtaining the beer license for the 2005 rally in Lima. She expressed a desire for the board to recognize the foundation with a donation of a portion of the beer garden profit with the amount to be determined by the board.

Dave Swider tasked the Rally & Events Committee with considering Sue's proposal and making a recommendation to the board.

Member Issues and Proposals

Greg Feeler reported that the Peaks of America tour had 65 participants as of yesterday. A joint venture between the BMW MOA and the BMW RA, the tour has generated positive comment.

Gil Laird asked if BMW MOA can do anything about the closing of BMW motorcycle dealerships. Dave answered that the 'MOA can't dictate how BMW runs its business. The 'MOA does not have a policy or feeling on the issue.

New Business

Dave Swider tasked the Rally & Events Committee with considering Sue a donation of 2005 beer garden profits to the BMW MOA Foundation.

The next board meeting will be held November 4, 2006 at the Clairmont Inn in West Bend, Wisconsin.

Board conference calls are scheduled for August 15 at 7 p.m. CDT for approval of this meeting's minutes; August 29, 2006 at 7 p.m. CDT; and if needed, September 12, 2006 at 7 p.m. CDT.

Helen Twowheels **moved**, seconded by Karol Patzer, to adjourn. Motion carried.