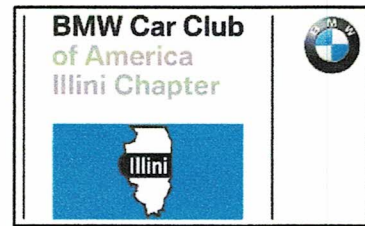


Illini BMW Chapter, Ltd.

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4th QTR MEMBER MEETING

MINUTES

November 10, 2021 at Sun Singer, Champaign

The meeting was called to order by Pres. Rick Largen, with 12 members and guests present.

1. President/TRSS Chair Update

- Rick announced that he will not run for re-election when his term ends, as he is dropping from BMW CCA membership. He will continue supporting TRSS, for which there are ample precedents: most of our TRSS volunteers come from other than BMW CCA.
- It's time to call for 2022 Board candidate nominations, for all elected and appointed positions. Bruce will communicate to our membership in time for the Board to assemble the slate at the December meeting, to be followed by a January election.

2. Treasurer's Report – Treas. Craig Bryce

- Proceeds to the Club for TRSS were nearly double our expenses, for a net gain of about \$3,000.
- The Chapter's bank balance stands at \$14,400.

3. Secretary's Report – Secy. Bruce Huber

- Illini Chapter membership numbered 218 as of Oct.31; this is down 20 since start of the year. Attendees discussed the changing demographics of BMW buyers which affects interest in Club membership. A 2017 member survey of interests drew light response, and did not yield changes in our type of activities.
- We use MailChimp for communications with our members. About 10% have opted-out of these emails, probably belonging only for the Roundel magazine. Of the email recipients, only about half open them. This may reflect disinterest in the activities announced, or in participation in general.
- At Lea Ann Skogsberg's suggestion, Bruce will solicit current buyer demographic info from National or BMW NA. He proposes that we conduct a membership drive on the basis of what we may learn.
- BMW CCA is changing all Chapter logos to achieve greater uniformity, and to incorporate the new BMW logo. National will create a draft fitting our current logo elements into the new template, and send it to us for approval.

4. Vice President/Social Chair Update – VP Rick Roudebush

- The Eurofest show hosted by Kauth & Mayeur was a success on Oct.23; the Benet ownership filled their facility with exotic cars old and new, and catered lunch. We thanked Michael, Sean and Tina for their hospitality.
- A dozen cars departed K&M and enjoyed our Leaf Twirl cruise through the fall colors to Starved Rock State Park. We enjoyed beverages, appetizers and the views from the Lodge patio overlooking the river.
- Rick led discussion of events on our Chapter Calendar:
 - The Board has met by conference call on the 3rd Wednesday in the 1st and 3rd month of each Quarter, and anticipate doing so on Dec.15, Jan.19, Mar.16, Apr.20, etc. At Rick's prompting, Bruce restated that all members are welcome and he'll send out reminders henceforth.
 - In the 2nd (i.e. middle) month of each Quarter, we've been inviting all members to a dinner meeting on a Wednesday. The Board makes effort to balance dealer-hosting offers with our desire to move these around our region. In discussion of weekdays vs. Saturdays, attendees voiced concern about conflict with family commitments on weekends; however some reserve Wednesday nights for church. We'll take this into account.
 - Our All-Member Annual Meeting, Election & Dinner will be held in February as in previous years. Reflecting on the good turnout we had for Alexander's in Springfield a few years ago, Alexanders in Peoria was suggested. Biaggis in Bloomington was also popular.
 - Rick recommends the Chapter hold ///M Madness on May 21. Next year will be the 50th Anniversary of the BMW Motorsports Division, and he'll work on getting one of every M again as he did 5 years ago. Rick has asked Chapter member and BMW of Bloomington GM Chris "Woody" Wood about the Leman Group hosting there, this time.

There being no further business, the meeting was adjourned.

Respectfully submitted,



Bruce A. Huber, Secretary