

Illini BMW Chapter, Ltd.
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CHAPTER BOARD MEETING MINUTES

April 14, 2022 8:00pm conference call

The meeting was called to order by Pres. Bruce Huber with VP Rick Roudebush, TRSS Chair Rick Largen, Webmaster Frank Byers and Treasurer Craig Bryce participating on the conference call.

1. President/Secretary Report, Bruce Huber
 - Chapter membership update: Three Members did not renew in March, however three new one joined us. He sent them our welcoming email describing our activities and future communications.
2. Treasurer's Report, Craig Bryce
 - Financial status of the Chapter: Assets of \$13,645 on hand after March income and expenses. Craig re-set our auto-payment for Club storage rental.
3. Vice President/Social Chair Report, Rick Roudebush
 - ///M Madness: BMW of Peoria Mgr. Clinton Leman is checking with his marketing team on feasibility of them hosting our event on 5/21. We're ready to assist them if useful. The date is good for the Chicago group. Bruce will check availability of the IL State Fairgrounds as an alternative if necessary, to stay with the date. He'll push invitations to adjacent BMW CCA and SCCA Chapters.
 - Bruce scouted the State Fairgrounds to confirm the feasibility of its Historic Rt. 66 Scenic Byway venue for our Aug 20 event. Our car corral there will essentially yield free all-day parking on the grounds for those who want to use the free Fair tickets; a picnic shelter, rest rooms & food vendors are nearby.
4. TRSS Chair Report, Rick Largen
 - Prep for June 3-6: Enrolled 18 Sat. & 19 Sun. students so far, with instructors for 24. CAT has a catering service active again, not only a convenient improvement but we'll show goodwill to use them. Craig will look up what we spent last time we used that caterer, probably 2018. Bruce will check with Marty Urbanc to get insurance certificates to the right CAT person, and check with Weaver Ridge CC or Avantis for the complimentary volunteer dinner on Friday 6/3. Rick R will check with K&M for potential promotional support.

5. Webmaster Report, Frank Byers

- Frank has further website upgrades under way, including marketplace plug-ins.
- He and Bruce met with Jeffrey Edmiston & Gary Molohan of the Isringhausen marketing staff on March 25. Attached Webmaster Report includes his notes on the discussion of past and potential future collaboration.

6. Track Chair Report, Bruce Huber for Boris Peharda

- Boris is providing info about neighboring Chapter track events, for forwarding to our Members.
- We'll foster communication with area SCCA chapters on autocrosses; Frank has a Champaign contact.

7. Membership growth initiatives, Bruce Huber

- Bruce reviewed conditions of a) buyers of new & used BMWs not knowing of the Club; and b) the magazines are considered the greatest benefit by existing Members.
- Based on that, he presented a concept of collaborating with our area BMW dealers to give a Club magazine to each BMW buyer, and a savings coupon: when returned with a new member number, the Club will refund the 1st-year membership fee to the new member and rebate \$50 to the recommending dealer.
- To develop such a plan, Bruce proposed approaching 3 of the dealers to probe interest and potential volume, and asking National about magazine overprint availability. Rick R. suggested a budgetary cap of \$500-1,000 on a trial of the plan.

There being no other business, the meeting was adjourned.

Respectfully submitted,

A handwritten signature in blue ink, appearing to read 'Bruce Huber', with a long horizontal flourish extending to the right.

President & Secretary

2022 Calendar

- May 21, Sat. - ///M Madness, 50th Anniversary of M
- June 4 - 5, Sat-Sun - TRSS Defensive Driving School, Cat Mossville
- July 17, Sun. – Mackinaw Valley Vineyard Art Fest / Wine&Shine, Noon-4pm
- August 20, Sat. – Car Corral at the Illinois State Fair, Springfield
- September 15, Thurs. - Chapter Board Meeting/Conference call
- October 22, Sat. - Euro Car Show & Leaf Twirl Autumn Cruise
- November 17, Thurs. - Quarterly Member Dinner (site tbd)
- December 15, Thurs. - Chapter Board Meeting/Conference call