

Golden Gate Chapter BMW CCA  
Board Meeting Minutes  
May 5, 2007  
BMW of Mountain View

Board in Attendance: Jonathan Bensen, Vice President; Chris Webber, Secretary; Jeff Cowan, Membership Chair; Kelly Collins, Member-at-Large/Communications Manager; Mark Dadgar, Member-at-Large/Driving Events Coordinator

Board Not in Attendance: Mike Mills, President, Tamara Hull, Treasurer

Guests in Attendance: Brandon Wehman, Mary Sandkohl

The meeting was called to order at 1:11 p.m.

Someone received a fancy new membership card from BMW CCA. All are impressed with the design. However, Bensen notes that while they include the name and phone number of the membership chair, there is no website or email address listed. Apparently these were designed in 1991.

*[Ah, 1991. Party rap was all over the radio, Nirvana was changing rock music, and I could run eight miles a day. Those playful days are gone... So long Kid'n'Play. So long Salt'n'Pepe. So long Kurt'n'Cobain.]*

Everyone ponders why one of the BMW club chapters is called the "Sandlapper" Chapter. Sounds uncomfortable, at minimum. So gritty.

Bensen asks for additions to agenda, Collins actually thinks about it! Come on, now. Additions?

Webber wants lunch, and snacks on crackers while typing. Very noisy.

Membership Report:

- ~ We had 4,981 full and associate members reported for March (up 21)!
- ~ We had 4,991 reported for April. Cowan says GGC just needs nine more members to hit five grand!

Charities

- ~ No update from Joe Fant. Cowan will continue to ping.

Area reps

- ~ Nothing much to report. Cowan pings and pings and hears very little. So much pinging—perhaps Cowan needs to run a bit richer? *[Oh man, it's a car club, and I made a stoichiometric-ratio joke! That's real humor!... How come no one's laughing?]*

Social Events

- ~ Meet and Greet

+ Collins was contacted by an accordion player who played and sang at the Scott's Seafood Meet and Greet. He plays at an Italian restaurant on Tuesdays and Sundays, and wants to host a Meet and Greet at said restaurant. He is contacting Kris Linquist. No joke, accordion, seafood, meatballs, Linquist; in that order. Sounds like heartburn to me.

- ~ Burrell School wine tasting and drive
  - + June 23
  - + Spots are still available for two cars and lots of people.
- ~ Meguiar's detail clinic at Protect-it
  - + June 2
  - + Cowan to give address to Collins.
- ~ Peninsula hills tour and barbecue
  - + June 30 + at Dave Bell's estate.
- ~ Sierra foothills tour and wine tasting
  - + July 14
  - + Nina Torres is coordinating/planning.
  - + Rooms are booked at INNS of California-Sonora.
  - + Sounds like a lot of fun.
- ~ "Tour of the Lost Coast"
  - + Tour up the north coast of Mendocino.

#### Dealer presentation

- ~ Cowan punts to Dadgar.
- ~ Dadgar catches at the 35-yard line, then promptly drops it and runs like a little girl.

#### Membership requirement for events

- ~ Per our Membership-statement policy: "All attendees who pay a fee to participate in a Club function must first be members of the Club." What constitutes a "fee?" Registration fees are easy, but what about things like "pay ten dollars and get lunch?"
- ~ Cowan to send some discussion points to Hull to clarify the exact meaning and get an idea of how to manage this moving forward.

#### Driving Events Report:

##### Autocross

- ~ Holy cow, the program is kicking "YEE-HAW" this year!
- ~ 122 people at the first event, but that was actually too many.
- ~ Second event capped at 90, and it's already full.
  - + Webber's wife didn't make the cut. Dadgar doesn't seem sympathetic. He's never slept on Webber's couch—it's lumpy like bad gravy. Actually, it smells rather like bad gravy, too. Webber makes a mental note to be more careful when eating gravy on the couch.
- ~ If the truck driver wants to stay late and the course is short enough, 90 should allow for fun runs.
- ~ Autocross school is on May 19.
  - + 26 students registered, capped at 30.
  - + Had to enforce a three-autocross minimum.
- ~ Someone suggests an Autocross-primer school

+ An alternative proposal was made. Take one of the three current autocross-run groups and classify it “novice.”

+ Make sure novices ride along with people in the first group, followed by some instruction when they drive in their group.

+ We could ask if people were novices when they register, in order to identify them for the novice run group.

~ Cowan has spoken to Linqvist about a test ‘n’ tune day, maybe with some classroom time for newbies.

+ Webber suggests Test ‘n’ Tune with Kid ‘n’ Play and Salt ‘n’ Pepa. Still no laughing.

~ Dadgar’s pen broke AGAIN—that’s two meetings in a row now. It’s like he brings half-broken pens to avoid note taking. Collins, ever the problems solver, quickly produces a new, functional pen, and, in one fluid motion, snatches Dadgar’s broken pen and flings it into the trash with such force that a deep, gong-like tone rings from the can—Collins is a ninja! Cracker crumbs fall silently from Webber’s dropped jaw, peppering the table with flecks of buttery, crispy goodness. Dadgar trembles in fear.

#### Car-control clinic

~ Last one was a big success.

~ Next event is Street Survival.

+ This event has been sold out for forever and we are still getting inquiries about it.

+ Word is getting out, we need more help!

+ Street Survival is far more complex than a regular CCC, and thus harder for Bob Goebel and the team.

+ We are desperate to find help for Goebel!

+ Dadgar has some leads for a co-coordinator.

#### Club Racing

~ There is a race this weekend.

+ Race is hosted by the LA Chapter—it has been a challenge.

+ A new racer (who has license, but no experience) decided to organize it, and has had difficulty.

+ We said, “If you want races, you have to step up and host some.”

+

#### GGC Club race at Laguna Seca

~ Went very well.

~ We were a guest of SCCA vintage, who were really impressed with the Club and the racers.

#### Sponsor report

~ Dadgar has “done nothing about that” and says I can quote that. I did.

#### Crisis communications

~ No update. *[It’s a crisis!]*

~ Cowan asks, “What the hell is crisis communications?”

~ Dadgar needs to build a plan that details how to communicate with the press, members, etc. in the event of a crisis at an event.

Financial report:

~ Hull is absent, because she is at Bimmerfest. [*I guess that's excusable.*]

Secretary Report:

Ops Manual

~ Webber to add the new language about membership policy to the Ops Manual after Cowan clarifies with Hull.

Insurance

~ Add Nate Walton.

Notes/Minutes

~ There has been positive feedback from the membership about the new tone in the minutes. Yay! Webber would feel warm and fuzzy, but since he has submitted all the minutes late, he feels a strange mix of guilt and pride. It's powerful, but not pleasant—like the smell in a locker room, or maybe the flavor of an old Thai fish cake.

Communications report:

Chapter Magazine

~ Assignment editor status.

+ We still don't have one, but we do have a nice ad in the *Bombe*.

Web tech

~ Dadgar says it's running.

+ Are we going to change the Content Management System

(CMS)?

+ Dadgar says, "Yes." We are talking to Percy, because this CMS is not easily maintained.

~ Webber points out that the picture on front is in the wrong aspect ratio.

+ Collins points out Webber has yet to submit minutes on time.

+ Webber fears that he will be thrown into the trash can hard enough that his skull will emit a deep, gong-like tone.

~ Photo gallery

+ Dadgar says that if we are going to switch to a good CMS anyway, we can use a photo gallery plug-in.

+ Some discussion about open-source CMS—centered around Droopal vs. Joomla. [*Are CMS tools named by three-year-olds?*]

Vice President's Report:

New Truck registration and insurance

~ Hull said to wait until she is done with taxes.

Old Truck

~ We received the last payment for the old truck.

~ It may still be on old insurance.

~ Webber will have to remove when he adds Walton.

VIP program

~ Some VIP points levels were adjusted for photography work and *Bombe* stuff.

~ Bob Goebel had lots of input regarding CCC instructors.

~ Bensen to give Collins a web version of the rules and forms in PDF format.

~ Kris Linqvist to possibly write a free points-tracking application?  
Dadgar to contact Linqvist.

Meeting adjourned at 1:59 p.m.

Thanks to BMW of Mountain View for the very fancy meeting room. Sorry about the cracker crumbs, it's the ninja's fault!