

SCBMWRC Board Meeting



BOD Minutes

4th of Aug 2022

The August Board of Directors meeting convened at 6:30 p.m. via Zoom.

Present were:

Eric Wolf----President
Ron Zablocki----Vice President & Membership
Ed Taylor----Treasurer
Warren Belkin----Secretary
Harry Hoffman----Board Member & Newsletter
Sergio Collazo----Board Member
Pete Rissman----Board Member
Henry Salari----Board Member
Gilbert Galvez----Board Member & Mileage

Not Present:

None

Guests:

None

Opening Statement:

Eric W. opened the meeting thanking the board for being engaged and actively pursuing improvements for the club. He mentioned that many of us have been on boards before where nobody wanted to do anything and we are NOT that.

Eric W. also reviewed Robert's Rules for board procedures at nonprofits. The correct process involves a participant bringing forward a motion for consideration. The motion must be seconded by another member, the chairperson restates the motion and then debate proceeds about the motion. The chairperson then conducts a vote and announces the results.

Minutes Review:

The minutes for the special Mid July BoD meeting (July 16 meeting) were reviewed. The minutes were approved by all attendees (Pete R. motioned, Ron Z. seconded). These will be posted for the General Membership on the Web Page by the Secretary.

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Membership Report:

Ron Z. presented the current membership report. For July there are a total of 94 members with 5 non-renewals, 4 new members and 9 renewals. It was mentioned that with slightly different data from the membership database, the numbers now add up each month.

Treasurer's Report:

Overview for the month of July:

The club issued 5 checks total: \$585.39

3 to Awards by Paul, Badges, one to John Crittenden for picnic supplies, one to Dave Eastly for awards

Bank Deposits totaled for July total: \$450.00

15 renewals

2 new members

The operating account bank balance as of July 29th, statement closing date is \$5,285.36.

The Rally fund account balance is \$10,000

There was a motion to approve the Treasurer's report by Ron Z., seconded by Henry S. Approval was unanimous.

Mileage Contest:

Gilbert G. reported that Rob T. turned over the mileage tracking files / process and that the first day ride to Fallbrook has been recorded. Gilbert will pass information each month to Eric W. and Harry H. for inclusion in the Newsletter.

Newsletter Report:

Harry H. reported that the updated Newsletter layout is being produced in Adobe InDesign. Henry S. originally pointed out some magazine templates for InDesign and after reviewing with Eric W., the new format was created. Feedback has been very positive. Harry also discussed how to better distribute the newsletter and notify members that a new issue is available.

Henry S. discussed that on the website, detailed analytics are available for people opening the newsletter. He noted that the newsletter is available to anyone on the website (members and non-members).

Harry H. also highlighted the addition of safe riding miles to the newsletter.

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Harry then moved on to discuss advertising in the newsletter, raising the question of what kind is allowed? Dealerships? BMW repair shops? Online parts or gear? He noted that Irv Seaver receives a free promotional add each Newsletter. Some discussion ensued and it was suggested that any advertisement directly relating to the sport of motorcycling should be acceptable. Eric W. would like to consider this further and develop a rate schedule and media kit for the club newsletter.

Harry also discussed games and contests that the club could implement. For example, the Northern CA BMW club runs a Coddiwomple event each year which is essentially a scavenger hunt. He noted he has seen various types of RT 66 challenges (e.g. taking pictures of specific places along RT 66). Or perhaps the most national parks visited by a member. Eric W. would like to open this for future discussion. Henry S. thinks it's a great idea to keep readers engaged and involved. Henry brought up the idea of doing something relating to Oktoberfest in Southern CA. Eric threw out the idea of posting a random picture and having people caption it or guess where it is. It was agreed that suggestions for these types of games / contests should be sent to Harry H. for consideration and he has approval to include any such ideas in the Newsletter.

Website:

Henry S. had a number of technology topics to discuss with the board.

- Henry reported that the SCBMWRC.COM domain name was transferred to GoDaddy and put under the club's control.
- Henry is working on the non-profit application for Google accounts. This would allow for custom branded email domains and be a more functional email system. He is missing some paperwork regarding the non-profit status and Eric W. will work with him to fulfill the requirement.
- Henry has implemented a number of changes to the web site including the ride calendar and signup process. He has created a simple and modern ride-specific signup process that also lists who has signed up for that ride. He would like to have the club subscribe to a WP Event Manager software bundle that has numerous features. The cost is \$239 a year.
- Henry also discussed some other add-on's for automatic renewal (cost is \$400 add-on). After some discussion, it was decided not to pursue the auto-renewal but a motion was put forth by Eric to reimburse Henry for the WP Event Manager subscription, seconded by Ed T. with unanimous approval from the board.

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- Pete S. raised an issue where he would like to see a link from the ride signup page to the calendar discussion. Henry discussed that a link can be included by the person setting up the ride-specific conversation.
- Henry S. also highlighted that the Mailchimp signup was implemented on the website for people interested in communication from the club. Additions are added to the club email database.
- Henry would like to implement a digital ride waiver to streamline ride logistics.
- Henry also raised that the largest amount of storage consumed on the website was the photo gallery, but nobody has ever reviewed the photos. Nothing has been updated on the club web site photo section in several years. Henry wanted to remove the photos. Warren B. raised that it would be good to preserve any photos of club events for future anniversaries or club milestones. It was agreed that photos should be moved to some form of long-term archive. At present though, the site is not at capacity so there is time to consider the process. It was also discussed that photos could simply be moved to social media for long term preservation.

The next related topic is around communication and Sergio C. was asked to lead a discussion since he is the lead on the that workgroup. Sergio shared a slide deck with the board but since this meeting was going over time, much of that content will be tabled until the next meeting.

Sergio did report that the new visual format was implemented for the newsletter and all 2022 editions were updated on the web site. He indicated newsletters were available in 3 places: on the web site in viewable flipbook format, downloadable as PDF, and on Facebook.

Henry S. reported that he had secured a Google voice phone number for the club which is 949-229-2626. The number currently forwards to Henry directly. After some discussion around voice messaging, it was decided that the number would continue to forward to Henry for the time being.

Henry raised the question if the top 10 mileage contest leaders should be included on the web site. Eric W. thinks that is great idea so long as no personal information is shared. Henry will work with Gilbert to implement a process to update the mileage.

Henry reported that New Century BMW runs bike nights, staging four of them so far this year. Henry would like to have the club represented with an iPad running videos. Trackdayz and Aplinestars will be at the event as vendors. Henry would like SCBMWRC to have our own table / booth. The next event is next Thursday located in Alhambra (foothills off I210). Henry offered to personally donate a table throw with branding. There was a discussion around how

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these types of events help promote the club and also meets some of the membership survey feedback around BMW riding information, training and social opportunities. It was noted that Irv Seaver also has an event on Aug 20 that the club should participate in.

This led to a further discussion around fundraising through merchandise. Henry S. then discussed an idea for club rides around the JSU Model – Just Show Up. This model includes everything; hotels, food, reservations etc. Eric W. agreed this would simplify rides and Ron Z. also voiced his approval. A question was raised around discounts for a pillion passenger. Everyone agreed that Henry S. should try this model for the upcoming Ensenada ride and get feedback afterwards.

Henry S. also discussed the idea of having “Swag on demand” – custom printed merchandise that is drop shipped. Henry had a discussion with Karen Halker on this topic.

Committee Updates:

Organization and Safety: Ron Z. reported no work has progressed as of yet. Ron has the documents previously created for ride leaders including the signup sheet and guidelines. Pete R. and Harry H. expressed interested in working on this committee. Ron Z. will set up a meeting to standardize rules.

Merchandise: Already reviewed by Henry S.

Membership – Sergio C. shared a PDF to be discussed in more depth in the future. It breaks membership into four categories: Existing members, New member recruitment, New member onboarding and non-participating members. Sergio asked the board members to review the PDF for discussion at the next meeting.

Calendar:

Eric W. brought up that he would like to see more storytelling when setting up ride destinations. Describe noteworthy or historical information relating to the ride. These stories make rides more engaging and produce long-lasting memories.

Harry H. reported he is set for the Morro Bay ride. He will discuss at the General Meeting.

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Ed T. is organizing the Idyllwild ride and is trying to find a suitable lunch venue. Ed graciously offered to host the club for breakfast at his home for the Sep. general meeting.

Pete R. is organizing the Airshow ride to Miramar. However, he raised that it appears there is no longer any motorcycle parking at the airshow and it can be a long way to use a tram service to get from remote parking to the show.

Ron Z. was asked about the possibility of a Porterville ride in October. Eric W. mentioned we already have two rides in Oct (Baja and Santa Maria Airshow) so we can push off the Porterville ride to the future.

Old Business:

Nothing was raised as old business.

New Business:

Eric W. brought up that a decision must be made on a Zoom subscription to support board meetings. The current subscription is over. The cost is around \$150 per year. Henry S. raised that he could host the club website on his own servers that would save some cost in order to fund a Zoom subscription. However, further discussion ensued that if the club obtains a Google account, then it can use Google Meet at no additional cost. For August, Warren will try to issue a Google Meet from a business account that he owns.

Eric also complimented Sergio C. for the email around Tech Days. This dovetails into survey feedback around social opportunities.

Eric W. also discussed that the board liability policy was coming up for renewal. Eric is communicating with the carrier to fully understand the policy.

The next Board meeting is scheduled on Thursday Sep 1, 2022 at 6:30 P.M. via Google Meet.

The meeting adjourned at 8:46 P.M., motioned by Warren B. and seconded by Pete R.

Warren Belkin
Secretary