

# BMW Club of Canada

## 2007 National Directors Conference Call

Tuesday November 27, 2007

8:00 pm Eastern Time start time

| <b>Participants</b> [initials and chapter, chapter Initials] |  |
|--|--|
| Phil Abrami [PA, president]                                  | Bill Brown [BB, Regina SK]             |
| Henry Wong [HW, Quebec QC]                                   | Don Dobson [DD, Ottawa OTMC]           |
| Doug Cope [DC, Trillium TR]                                  | Chris Pawlowicz [CP, Ottawa OTCC]      |
| Richard Bureau [RB, Bluenose BN]                             | Cheryl Gzik [CG, Quinte West QWMC]     |
| Rolf Drommer [RD, BC Mainland BC]                            | Vince Paniak [VP, Northern Alberta NA] |
| Jeremy Choy [JC, Manitoba MB]                                | Harry Stammers [HS, Calgary SA]        |
| Roger Harmston [RH, Vanc Island VI]                          | Jim Westmacott [JW, guest re IC 2008]  |

Participants joined the call starting at 8:00pm EST and by 8:05 pm it was determined we had 12 of the 14 participants on line, and Phil began the meeting. The other 2 participants joined the call at 8:30 pm due to confusion about the start time.

As participants joined the call they were advised that support documents and various other reference items are available on the conference call web page, which is at: [www.bmwclub.ca/07](http://www.bmwclub.ca/07)

## BMW Club of Canada National Directors meeting Nov 2007

### 1. Welcome and introductions

PA welcomed and thanked all for joining the call and extended a special welcome to the Director of our newest member club Quinte West Motorcycle Club, as well as IC 2008 Organizer, Jim Westmacott (invited guest)

Cheryl Gzik introduced herself and gave a quick overview of the club she represents.

### 2. Chapter summaries

(Membership numbers, 2007 activities; short report due Nov 26 to Rolf Drommer)

PA referred to the chapter updates that were sent to RD, and thanked all for providing their info. The info is available in the summary document posted on the conference call web page. If you have more info to update on your chapter, please do so. The update and report info is invaluable as PA works with BMW Group to promote the club. [It is expected we will prepare a full annual report late December or early January in PDF format similar to last years report. Please provide any updates to the club secretary ASAP.]

### 3. CI and new logo design

PA advised that BMW AG has updated its corporate identity [CI] and that International Council {IC} is working with those new standards to bring the relevant parts to the club level. As most should know, we derive the right to use the BMW CI [roundel logo and name] via the IC and the design standards are being updated. Initial proposals have been worked on at the IC level with BMW and new standards are expected for the clubs soon.

All clubs will be encouraged to update to the new standards. Clubs will not be able to opt out, and proper use of the BMW CI and following logo guides is important.

IC and BMW will be working together to provide new templates and guidelines, and they will provide updated info, templates for logos, web sites, newsletters and other

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items. PA expects to know more after the Feb 08 IC planning meeting. Full implementation is expected by 2010.

### **4. Mobile Tradition Live**

PA advised that IC was pleased to have worked with Mobile Tradition to make the electronic versions of Mobile Tradition Live, available to the member clubs of IC for electronic posting and distribution via club web sites. Mobile Tradition Live is a premier publication, which as its name implies covers items of interest in the mobile tradition of the BMW Marque. PDF versions will be available to clubs about 3 months after the print versions are distributed. We have posted issue 0207 on the front page of the national web site along with the comment we received at the time it was distributed to us: *"Mobile Tradition Live" is a quarterly publication from BMW Mobile Tradition that highlights recent activity as well as important anniversaries and other items of interest in the Mobile Tradition world.* Member clubs are encourage to make the electronic versions available via their web sites and other means to their members.

### **5. FOM & Knöchlein Award Nominations**

*(due November 26 to Rolf Drommer on forms provided by IC)*

Phil advised that national has previously submitted 2 FOM nominations and one Knöchlein nomination to honour club members. All were approved and recognized by IC. As of meeting time, no submissions had been received, despite the fact that we have some worthy candidates for the FOM award in Canada. Phil reminded us that we should consider submitting a nomination for members who are worthy who have had more than 10 years of service to the clubs. Info recaps on the awards and the formal submission forms are available via the conference call page for this meeting. If you have a submission, please send the properly completed form with support documentation to Phil, as he needs to forward to IC by the 2<sup>nd</sup> week of December.

### **6. BMW CC Driver Training Manual**

PA reminded us of our previous attempts to update and create a national Driver Training manual or guide to be used by the clubs. The original work was done by Trillium, and over the course of several years, we made several attempts to update the material for relevance and consistency. The last attempt made some progress, but got stalled on details.

The goal is to have a base manual in place in electronic form that provides the standards of our program. This would also be import and useful in when it comes to insurance for our Driver Training events.

It was noted that the Southern Alberta Club had also put considerable effort into a revision and guide.

Phil advised he had consulted with Trillium on using their most recent electronic version to consider as a base and to use and distribute. Doug indicated that yes Trillium would agree to that, but that credit for the original authors of the material would be expected and appreciated.

### **7. Budget reports 2005-present & 2008 budget projection**

The previous years budget was available to participants via the web page set up for the call.

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In the past 2 years we were working without reserves as those were used up by the 2005 face to face meeting in Toronto. BMW Group did not approve our previous years request for additional funding.

PA commented on BMW Group support, indicating that BMW AG is requesting all divisions to look at fiscal restraint. This and other factors have kept BMW Group from increasing funding to us. There is hope that we might be able to obtain more funding, but it must also be remembered that BMW Group CA has / is committing funding and support to the 2008 IC meeting.

In short, we are tight on funds, and there is little room for extras. That said, an amount has been allotted in the proposed 2008 budget to allow some support for a face to face directors meeting to coincide with the wrap up of the IC meeting in Vancouver.

Questions about some item details [computer expense etc] were addressed. The largest portion of our annual budget goes to insurance costs.

### 8. BMW Group Canada

PA briefed participants about his working with Rob Dexter who replaced our previous contact Kevin Marcotte, and noted that much effort has gone into keeping Rob Dexter updated on the club/s and the value they provide to the BMW Group. PA is in regular contact with Rob.

#### a. Owner's handbook

Progress has been made in several areas, including an insert that will be part of the dealer delivery package for each new BMW. This is page with info about the BMW Club and its member clubs and is in both English and French, noting club info and web sites, and the value and purpose of clubs.

There is need to work on revised content and bike clubs and references. It is expected update materials may happen in the second half of 2008.

DD asked if by dealers, that MC dealers are included. PA will ask and follow up with Dexter.

#### b. Driver training (Alberta & Halifax markets)

PA has also been exploring options and concerns with Rob Dexter about driver training programs. This includes BMW recognizing the club programs and in some markets where they do not offer their program looking at recognizing and sending interested parties to the club programs. PA noted for example that the first BMW Driver training programs of the 70's were done in cooperation with BMW and the German Auto Club, and that clubs in Canada can be an asset to BMW in providing driver training programs. PA also noted that there is some friction towards the club by Pierre Savoy who runs the BMW Group program. PA also noted a new person Saladin [sp?] from Germany will be taking over the BMW Group Driver Training program.

Hopefully progress can be made, especially be first focusing on working with BMW Group in areas such as Alberta and Halifax.

HS from Calgary noted the Race City facility may be lost to development in the near future.

RB from Bluenose noted sells an unusually high per capita number of M Cars.

#### c. Dealer poster

BMW Group has agreed to fund produce and distribute to each dealer a framed version of the poster previously proposed by the club about clubs.

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### **d. Budget proposal for BMW (explain cost increases)**

Phil will be revisiting the budget with Dexter in January. Anyone with thoughts or input into the issue, pass to Phil. Phil will revisit the budget in January with BMW Group Canada. Anyone with good ideas that might help justify our stance, please forward/submit to Phil.

## **9. International Council 2008**

PA updated the group about our involvement and bid for this event, and the basic background then passed discussion on to JW to update what he has done.

### **a. Jim Westmacott report (materials to follow)**

JW updated the group about the local planning team and plans to date. Hotel [Granville Island Inn] and main activities [Whistler trip and other activities] have been firmed up. Smaller activities still need to be finalized. Local dealers and BMW Western will be involved, and we are looking to them for sponsorship. IC wants things set by May so main travel and reservations can be firmed up so IC gets good airfare rates. JW has arranged to meet with and work with local dealer group to give them a presentation about IC and the clubs to secure more interest and involvement from them. He has also been in contact with Dexter on BMW Group support and involvement, including deposits for one of the events. Local club will provide support volunteers.

### **b. Director's attendance**

The IC meeting itself is for delegates and observers, so we cannot have extra folks at the meeting but will have supporters on hand. The option of having a national directors meeting to coincide with the end of the IC meeting was discussed, and it was noted that the 2008 proposed budget has an allocation of costs for same, but cost splits might be needed where chapters pay part of their travel costs to attend.

Proposed option would be where national might pay for 50% of the airfare for directors to attend a post IC national directors meeting. Discussion followed with some comments:

CP likes idea and we should try to make it happen.

JW noted we should be able to get to meet some of the IC folks

BB is in favour

RH noted it is low cost for him to attend

HS joked that the BC club should sponsor all to attend, and on the serious side noted that based on his years with the Calgary dealership that dealers should get more involved and realize the value of clubs

RB noted BN club is in favour and will send someone

A quick vote determined that all are in favour of making the post IC national directors meeting happen, and that we should explore and develop ways to fund and split costs

JW noted that based on that he would arrange an additional block of rooms for the directors.

### **c. Observer**

PA is the delegate for Canada for IC and also will be there in his IC position. We can have one observer.

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### 10. National sponsors & sponsorship coordinator (call for volunteer)

PA suggested we should explore obtaining sponsorship on a national level to increase club funding and revenues.

BB stepped forward to volunteer to start on this and get the ball rolling. He welcomes your input and follow-up. We would be looking for national level sponsors that do not conflict with BMW.

PA suggested that if chapters are already working with national level business and have some success, please pass the info along.

CP noted that sponsors usually expect ads and exposure in return, so that could mean banner ads.

RD in favour, but noted concerns about what sponsors we can align with.

PA noted BMW may be sensitive to aftermarket vendors that use or would like to use the BMW logo and branding. We should be looking at large non conflicting sponsors such as computers and gas and perhaps tires the likes of IBM, Shell etc who already have some BMW involvement with motorsport etc.

We will need to look at council guidelines and also check with Rob Dexter at BMW Group about acceptable options.

HS suggested we look to companies already involved in things like FI etc

JC of Manitoba had concerns about making sure the sponsorship did not take away from or affect local club sponsorships already in place.

RH of Victoria wondered what we could explore with Google

In general sponsorship seems a good idea but will require some work and there are concerns to address with what sponsors might expect.

We do have high hit rates and exposure via the national web site, so there is good potential.

### 11. Club Insurance

Insurance remains our largest single cost item on our budget. National buy and pays for Directors and Officers liability insurance that covers the various directors against potential litigation that may arise from their governance of national and the local clubs. The policy was changed in 2007 to reflect our exposure and risk by moving to a lower limit [used to be \$5mil now \$2].

The other insurance policy, called motorsport actually covers events and incidents arising from events and is the base policy for club driver training programs. This policy covers the clubs and the events they host such as shows meets and tech sessions etc. In addition to what national pays for this policy chapters need to buy driving school coverage based on the event they are hosting.

There has been much concern about the cost of our insurance for some time, and that perhaps better pricing or coverage might be available. The insurance subcommittee was tasked to review things.

#### a. President's questions (sent previously)

The questions that had be posed by PA in an email were:

*3) and if you have any reaction to the these possibilities for the National Directors to consider:*

*a) BMW CC continues to pay Jones-Brown for D&O, liability and motorsport coverage (the latter as needed)*

*b) BMW CC pays only D & O; chapters cover their liability and motorsport coverage (since BMW CC does not run any events)*

*c) BMW CC pays no insurance as an umbrella; officers are covered by their own chapters*

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*d) BMW CC appoints an insurance expert to investigate and negotiate the best deal for all concerned.*

### **b. Subcommittee report & recommendations (sent previously)**

The basic recommendation of the insurance subcommittee [those that participated] are noted below, and were mentioned during the call, The recap report was made available via the web link noted above which is: <http://www.bmwclub.ca/07/#insurance>

The Recommendations in the report were:

1. Stay with the Jones Brown program, as it provides coverage that meets our member club needs, including for clubs that are not incorporated yet due to size and other concerns, but always keep options open.
2. Continue to work on our program needs, and work with Jones Brown to see what we can do about obtaining better rates based on lower risk exposure.
3. For chapters wishing to run CASC and ASN-FIA type sanctioned events, they should carefully explore the options, as these events operate under different rules and guidelines than the intended coverage options for the BMW Club of Canada and its member clubs coverage plan. In most cases there is no simple mix and match option for the required insurance coverage for the various types of events. It would be possible for a club to run both BMW Club events [driving schools and driver training for BMW Club members] as well as ASN-FIA [CASC and other] type events, but those would have to be covered separately and run under the sanctioning body's rules and guides. As well, such other mixed events may conflict with the intended goal of promoting BMW Club motorsport activities, as well as other BMW Club type events a club may choose to be involved in.

### **c. Trillium Chapter recommendations (to follow)**

DC of Trillium gave a recap of their search of insurance, stating they had been seeking better value added insurance services. They had been with Jones Brown originally, but found that through their CASC affiliation they could obtain their insurance which comes from ASN-FIA Canada [also via Jones Brown]. Several rates are lower for some kinds of events, but more important they felt they were getting better value as they were able to draw more CASC people into their events. In short the Trillium chapter feels it has found a solution it feels serves their needs better.

#### **Discussion:**

Key points brought up in discussion of insurance included the following:

CP of Ottawa noted that their club was able to obtain coverage that included allowing motorcycles, and also a BMW Club Race event. CASC and ASN do not cover bikes.

PA asked what Trillium pays annually for their insurance. The reply was that costs were within a few hundred dollars of the comparable BMW Club Jones Brown numbers. DC also noted they do a variety of events including Autocross, Staged Rallies and races that can be covered.

PA raised the question of concern about possibly risking insurance double indemnity by being purchasing separate insurance while being covered under the national plan as well.

DC noted that in the situation they had had with an incident there appear to have been no repercussions.

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CG asked for clarification on the so-called Motorsport policy, is it only for competitive events?

RD and PA noted that that policy covers the events run by clubs, but is called Motorsport because of the component Jones Brown provides for schools, driver training and race events.

CG asked if that meant the bike clubs Return to Trenton event could be covered, and RD indicated it should be, and that CG should contact Jones Brown with a description of the event to see if special coverage fees might be involved.

It was decided to call the question, and some more comments followed:

RB noted that BN self pays [meaning they pay for their driver training/schools events, which is the norm under the current situation] and that they are ok with the master policy.

DC noted that Trillium would opt to continue with the CASC ASN option.

CP asked for Trilliums thoughts on how other clubs can deal with coverage is not inclined to affiliate with a CASC club, as they focus on competitive events, and driver training and schools are not competitive events. Also to be a CASC affiliated club a chapter needs to be incorporated.

DC noted that in that case perhaps national should the funding needed so chapters can incorporate.

[Incorporation may not be an option for all clubs at this time]

CP noted that one of the goals of national is to provide value to all member clubs and that the national insurance coverage is a means to provide that, as basic insurance needs are met.

As a result of the discussion it was decided that we should maintain the current status quo on insurance, but continue to review and explore options, and continue review with Jones Brown.

Vote: All in favor - exception Trillium chapter, (which insures locally through CASC, therefore National motorsport insurance considered redundant.)

### 12. Election of officers

(Nomination deadline November 26, 2007; send to club secretary: Rolf Drommer)

We dealt with election of officers based on the nominations received prior to the meeting. Nomination results are noted below.

#### a. President

3 nominations supporting Phil Abrami were received prior to the meeting. Phil also agreed to stand another term.

#### b. VP

2 nominations supporting Bill Brown were received prior to the meeting, as well, 2 nominations supporting Don Dobson were received. In light of the fact we have two people competing for this position, president Phil Abrami suggested the nominees be asked to provide candidate statements that can be circulated to the directors, and that a vote using our [vote@bmwclub.ca](mailto:vote@bmwclub.ca) email address be undertaken once the statements are distributed. Target for candidacy statement distribution to be within 72 hours of meeting followed by email voting to conclude by Sun Dec 2. The candidates were emailed and reminded to send in their statements.

#### c. Secretary

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2 nominations supporting Rolf Drommer were received prior to the meeting, and Rolf also acknowledged willingness to continue on for another term

### d. Treasurer

2 nominations supporting Rolf Drommer were received prior to the meeting, and Rolf also acknowledged willingness to continue on for another term

## 13. Other agenda items

The call was opened to any other items that participants felt needed dealing with. Don Dobson: raised issue of MOA and RA coming to Canada to actively recruit members. After meeting with MOA and RA folks at the IC meeting he was observer at in SA, he had been left with the impression that MOA and RA would recognize the IC wish that motorcycle clubs in Canada should affiliate with national to have a voice in IC via the BMW Club of Canada.

PA provided some background history noting that originally at founding the club had been known as the BMW Car Club of Canada and that over the years we had been asked by both BMW Group and IC to rename to BMW Club of Canada in order to follow the international structure of cars and motorcycles on the global scale. MOA has no representation with BMW Group Canada, and our national club is the club the one recognized by BMW Group to represent both cars and bikes in Canada following the BMW AG and IC guide for representation. The IC desired region norm is to have both car and bike and combo clubs represented under the same country umbrella.

Discussion ensued about various points:

CG commented on not being clear on issues as the club is about camaraderie, and sees MOA as a somewhat country independent group that provide unique value to riders. CG also sees BMW CC as having separate and different value to her club and members.

DD noted the issue was active solicitation of Canadian riders without the courtesy of involving the BMW CC and its member clubs. He noted the MOA feels it is borderless, and feels they should work with local clubs.

CG noted we in Canada do not offer what MOA offers individuals.

PA clarified that the BMW CCA [with nearly 80,000 members] has many Canadian members as individuals, but will not created chapters in Canada.

Club model in many places allows individuals to join a club of their choice.

MOA is not establishing new chapters in Canada.

CG noted that up until recently the BMW Club of Canada was not involving MC clubs [no bike presence so to speak]

DD indicated he feels now is the time to work with MOA about recruitment of Canadian riders, and would like PA to speak to them more in context of the IC arrangement for clubs.

CP noted it would be good to talk, but cautioned against doing so in a manner that might raise conflict.

BB questioned if we know what effect this MOA recruiting has on local MC club memberships.

Discussion was ended with the general consensus that working on creating awareness of the BMW Club of Canada and its desire to serve riders and clubs is a better approach than directly approaching MOA / RA and suggesting they be more sensitive to CDN motorcycle folks in the area of recruitment.

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Meeting was wrapped up at approx 7:27. Thanks to all for participating.

### **Post meeting follow-up:**

1. Submission supporting a candidate for the FOM award were received and voted on. Results will be made public after we hear from IC on the submission.
2. Voting for Vice president position. As noted in the above minutes, as there were two candidates, they were asked to submit a candidacy statement, and then fellow directors were asked to vote for their choice via email by Dec 2. The result of the votes cast by 11 directors resulted in the re-election of Bill Brown as national vice president.