

BMW CCA the next 50 Years and Beyond

Agenda (subject to change)

- A. BMW CCA Strategic Plan
- B. Historical Perspective
 - a. Funding
 - i. Where it comes from
 - ii. How it gets spent
 - iii. Where it could be spent
 - b. What isn't working
 - i. Participation
 - ii. Volunteerism – What year did production end?
 - iii. Recruitment What is it? Who does it, and why?
 - iv. Retention – It's a team effort?
 - v. Too much to do
 - 1. Newsletters
 - 2. Websites
 - 3. Events – Tech Sessions, Auto shows, etc
 - 4. Monthly Meetings
 - 5. Driving Events
 - 6. TRSS schools and other Charitable Events
 - 7. Member interaction – Welcome new members, Non-renewal inquiries
 - 8. Club Racing
 - 9. Rules
 - 10. Reports - More frequent new member reports available soon
 - 11. Etc.
 - vi. We heard you
- C. A Plan for the Next 50 Years – Reducing the Workload and Increasing the Quality of Operations
 - a. Regionalizing the Club to better Serve the Membership and Chapter Leadership
 - b. Improving the Leadership Experience
 - i. Reducing the work load
 - ii. Increasing the fun quotient
 - c. Improving the Membership Experience
 - i. Listening
 - ii. Planning
 - iii. Executing
 - 1. New Events

2. Partnering more closely with BMW NA
3. Reaching out to BMW MOA and MINI Clubs

D. Media Strategy

- a. Regionalized Newsletters
 - i. Done 4 times per year
 - ii. Mailed inside polybag with *Roundel*
 - iii. Cost Savings
 - iv. Standardized Look and Feel
 - v. Use in Dealer Showrooms and Independent Shops
 - vi. Can Replace Chapter Newsletter
- b. Regionalized Websites
 - i. Constant and Uniform Presence
 - ii. Fresh information
 - iii. Info displayed meets minimum standards
 - iv. Up to date technology
 - v. Can replace Chapter Websites
- c. Regionalized Calendars
- d. Regionalized Social Media Campaigns

E. Branding

- a. Common themes that appeal to BMW owners, both future and current members
- b. Consistent Club Appearance
- c. Tents, Flags and more

F. Coordination

- a. Plan events around a regional calendar
- b. Reduce unnecessary competition
- c. Improve Quality of Events
- d. Increased Revenue

G. Regional Coordinator

- a. Take the work out of fun
- b. Put the load on someone else

H. Growth and Retention

- a. What are we currently doing?
- b. What can we do as a region?
- c. Hold all expenditures until we stop and reverse the bleeding