

## DRAFT MINUTES

### For the meeting of the BMWOR Board to be held as a Zoom Meeting on Sunday 28<sup>th</sup> June 2020 from 7-00pm

**Present:** Garry Williams, Grant Aislabie, Robin Wood, Chris Souness, Dale Grover, Dave Ross  
**Absent :** Nil

Meeting start 7.06pm

#### OUTSTANDING ACTION POINTS from Board Meeting 24 May 2020

01	Analysis of FB Members vs Membership with follow-up email.	Chris Souness	Done
02	Area Reps meeting Agenda items/suggestions to be sent to Garry Williams	All	WIP
03	Prepare to shift Club Emails and Domain to the new URL	Dave Ross	WIP
04	Marketing Plan being worked on for discussing at the next meeting	Garry Williams	WIP
05	Try and located Paul Hayes Life member date	Garry Williams	WIP
06	Remove 'Star Clean' Polish advert from the Newsletter	Dave Oldershaw	Done
07	Check availability of Brentwood re Area Reps Meeting	Dave Ross	Done

1. **Welcome (and apologies)**
2. **President's Report**

You know things are not right in the world when one of the premier motorcycling events on the summer calendar in Europe is cancelled. BMW Motorrad Days in Garmisch-Partenkirchen turns on a real experience; I know this from conversations with several members who have been to past events. Every year, about 40,000 enthusiasts meet at the foot of Germany's highest mountain to experience new BMW Motorrad products up-close.

Touching and trying is most definitely encouraged, right down to test riding the very latest models. There are plenty of other attractions, including breath-taking stunt shows and heart-stopping dare-devil performances, and anyone who wants to explore winding roads and narrow switchbacks can sign up for one of the various Alpine excursions. Unfortunately, the global spread of Covid-19 has put a stop to this event and many others overseas.

The spread of Covid-19 globally has recently been described by the World Health Organisation as entering a '*dangerous new phase*', what that actually means is we'll see more confirmed cases as more New Zealanders head home from regions with very high numbers of cases. Despite plenty of negative rhetoric over the past few weeks around the quality of New Zealand's border control, we shouldn't forget how fortunate we actually are here in New Zealand. We're enjoying very few, if any, restrictions at Alert Level 1 even as Covid-19 is spreading overseas.

New Covid-19 cases are contained at our border and a new health order issued 22 June makes it clear that a negative test must be returned before anyone can leave quarantine or managed isolation. The order requires that individuals must submit to testing and medical exams, including the potential for multiple tests. There is

clearly some risk as the number of confirmed cases rises at the border if the system fails, however, the risk of community transmission in the general population is still fairly low.

Nevertheless, the fundamental principles the Club operates under remain in place. In all our activity we look to reduce the possibility of members getting sick, make sure we can track and trace for anyone that actually does get sick, and that we all understand “normal” is not a state that we’re likely to return to. Members with underlying medical conditions are still being encouraged to take additional precautions when joining Area activities. Above all else, it is your personal responsibility to keep others around you safe. If you are on a ride or socialising with other members, keep your distance from others. If you’re sick, don’t go on a ride or socialise with other members.

The South Island RAG Rally is on in North Canterbury over Labour Weekend, unless something untoward happens and we find ourselves back in Alert Level 3 or 4, and it will be awesome! With the North Island RAG Rally rescheduled for the weekend before (16/17 October) it’s an excellent opportunity to treat yourself to both! Planning is also well underway for the Annual Rally in Taranaki next January.

I’m looking forward to the Area Reps meeting in Wellington in July. More about that and the 2021 AGM in next month’s Newsletter.

### 3. Treasurer’s report

I am pleased to present to the Board meeting held on 28 June 2020 the following report outlining the financial position of the organisation as at 31 May 2020

#### 1. Current and Investment accounts – Balance as at 31/05/2020:

Westpac - Main:		\$ 10,646
Westpac - Event account:		\$ 5,344
TSB Term Deposits:		
0001 2.65% Matures 27/07/2020. (Westpac)	\$10,000	
0002 2.65% Matures 31/08/2020. (Westpac)	\$ 5,168	
Total Invested	\$15,168	\$ 15,168
<b>Total funds as at 31/05/2020</b>		<b>\$ 31,158</b>

#### 2. Current financial matters:

##### Operating A/c

##### Income:

This month -

Advertising income received.	\$ 570
Subscriptions.	\$2,080
Card Sponsorship AON	\$1,000

##### Expenses:

Apart from the regular monthly operating costs only other outgoing this month was \$1,374 for AON Liability Insurance.

#### 3. Event Account:

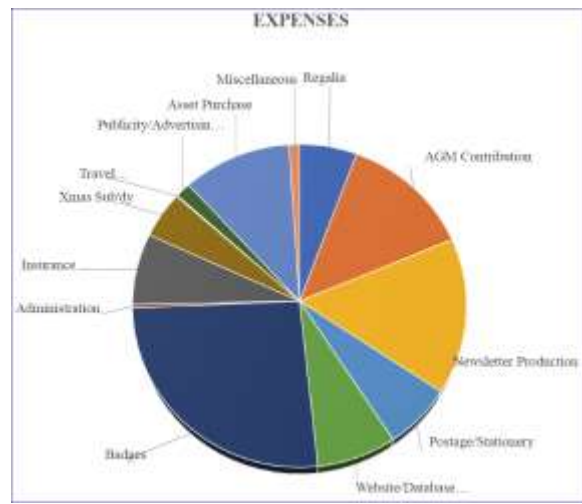
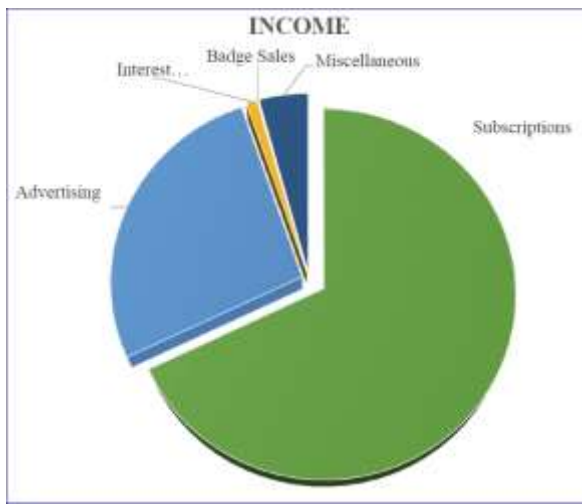
Only outgoing was AON Sport Lawsafe Insurance \$609.50.

#### 4. Term Deposit Maturities:

I will assess the cash flow position near the maturity times with regard to re-investment.

I table this report and move that it be accepted as a true and correct record of the current financial position of the Register as at 31 May 2020 and that accounts paid/to be paid since last Board meeting be ratified.

Moved: Robyn Wood. Seconded: Dave Ross



#### 4. Membership report

Renewal of Annual Membership slowed over the Covid19 period but has now back up to the original levels. I've recently cleared a lot of overdue Introductory Members.

GW –Christchurch sales are up and they've advised that their sales this May exceed last May. There will be introductory referrals coming from them.

DG – Noticed the difference on the Websites of Motomart and Experience. Motomart advising that the 1<sup>st</sup> years Club Membership is complimentary. Whereas Experience advises that complimentary membership is supplied to the BMW Motorcycle Club of their choice. [AP – GW].

#### 5. General Business

- a. Branding. GW - I'm nearly finished writing the Branding / Marketing document. One of the conundrums with branding is that we're waiting on an official statement from BMW regarding the usage of a new roundel. At the moment the known version of the roundel is still valid next to the new one, e.g. for exhibitions until May 2021. My impression from discussions with the Chair of Clubs International (and the odd rumour floating around) is that this new roundel will be used for the new generation vehicles and marketing – and the old one will remain in place for everything else – including Clubs. But you never know, we may be told at some stage to move to the new Corporate Identity and we will be asked to change our Logo at some in the future.
- b. Membership drive from FB Group sign-ups. The recent FB post re Membership that was aimed at our new Group FB Members. GW got the intent but the wording wasn't quite right. Belonging to the Group Page is not the same as Membership and we need to try and convert some of those 'likeminded persons' to join our Club. Discuss new wording as shown on a shared document. Result in amended wording that GW will post on the Club Group FB Page. [AP – GW]. GW will also update the Main Facebook Page 'About Us' section. [AP – GW]
- c. Other potential work (& budget) as part of Marketing Strategy work in progress. GW needs help with this if the club is to present a professional image in the future. He has worked with a digital marketing specialist in Christchurch and would like to engage her to assist. The rate will be a lot lower that she would charge Government Departments. Will get a quote first. Discussion held. There are available funds from the under-used Marketing budget and surplus in the Printing budget. A \$2,000-00 budget is approved. This started after an Area Rep asked me for some posters to out up in local bike shops. Discussion as to what is envisaged.

- d. Area Reps Meeting – The Theme for the AR's meeting will be around 'Promotion and Marketing'. Discussion could include 'What AR's can do, should do or think they can do to really raise the profile of the Club?' It could be anything from sticking up posters on the wall of local dealers to running an event. We did it for the 30<sup>th</sup> Anniversary of the GS. There was a lot of publicity last time due to the Charity run that we did. Oddly enough, the 40<sup>th</sup> Anniversary is coming up and we could do a re-run of what we did in 2010. We could run an agenda item around that. It would be good to have a Brilliant Marketing Strategist who could have a chat at that meeting. By then I'll have some slides to show them around the basics of our marketing strategy. It will be good to let them know how much work has gone into it. Does anyone know a Wellington based Marketing Strategist?
- e. Board succession planning – The key messaging for next podium will be around the Board Vacancies in that 50% of the Board will retire at the next AGM. Interested club members should now start thinking about putting themselves forward for nomination/replacements. The other 50% of the Board's term will run out after the next term of two years. Succession planning will also be the theme of the next few Podiums'.
- f. Insurance – As a result of an Area Reps suggestion (and in response to an issue that arose) a simple outline of the Insurance coverage will be on the Agenda for the AR's meeting.
- g. Expectation around Area Rep contribution to newsletter - also response to Nelson Rep agenda item. There is a requirement in their PDs. Most write on the group FB Page but there is only about 1/3 of our membership on that page. We can't force the membership to join the page. There is a need to 'steal' (Cut & paste) from our group FB Page for the Newsletter. It would be nice if the AR's did that at the same time, but it's unlikely to happen. That could be an Editor Role. What's the point of having an 'Events' section in the Newsletter when for the past four months there is nothing in it. Every entry is 'See Area Reps for details'. The AR's will need to get a lot more disciplined in making sure that their events are well publicised. There seems to be an unwillingness to change when they all agree to those changes. An Agenda Item in the AR's meeting. I think that it will be up to the Area reps to decide what they think the minimum requirement in terms of the whole reporting thing. If we're not happy, we (the Board) may push back but you can't make them do it. I think that they understand that the Board sets the direction and that they are the people who deliver it. If they're not happy, or they're not willing then pretty much all of our work is useless. All that we want is for everyone to be clear as to their responsibilities and when they understand that, they all do it and it's consistent.
- h. The registration form is almost ready for the SI RAG. If it could go into the next Newsletter is would be great. Too late for the July edition. It can be put onto the Website. Most people have already indicated that they'll attend/ Cost is \$94-00 (includes 2 night accommodation, Saturday Breakfast, Saturday Dinner and Sunday Breakfast. There will be two GS routes and people who are Road Riding have several options. Surcharge is \$40-00 for non-members. On the Group
- i. Digital implementation - what's left to complete? Web site hosting, email, etc. Email almost complete and should be by the Area Reps Meeting. Almost had it on Friday when by phone went flat. All of the Policy documents are listed under the OR website data archive. The documents appear with bmwor.org.nz URL. That change should be a part of the migration from BMWOR to BMWMC. If not we'll just reload them. DR will meet and talk with Ryno at Nettl. [AP- DR]

- j. Chris Souness & Dave Ross – Polo Shirts and Caps. DR sent out a sheet with samples of Caps. I'm looking for your suggestions as to what style / colour you want (it would be nice to have a single standard cap). This started with Ian Macartney sending Chris an embroidered Polo Shirt and Cap (Shirt cost was around \$40-00). I got some samples from a person I know in Dannevirke (Polo Shirt cost \$42-00 + \$10-00 delivery – Cap cost \$21-50 + \$10-00 delivery). The third quote is from NZ Uniform where Polo Shirt cost is \$35-00 + \$7-50 delivery and the Cap cost \$15-00 + \$7-50 delivery. The Polo Shirts are the identical colour and make so as to have uniformity. The main idea is that we, as a club, do not buy and hold stock. Members can order via our website where a preformatted email is sent to the suppliers who fills and sends the order. The purchase is between the supplier and the buyer and the Club's only involvement is to have the details listed under our 'Shop' on the website. It does not cost the club and the club does not make anything out of that sale. Please consider these options and advise Chris and/or Dave.

No further business – Meeting closed at 7.27pm

#### CARRY OVER ACTION POINTS

01	Area Reps meeting Agenda items/suggestions to be sent to Garry Williams	All	WIP
02	Prepare to shift Club Emails and Domain to the new URL	Dave Ross	WIP
03	Marketing Plan being worked on for discussing at the next meeting	Garry Williams	WIP
04	Try and located Paul Hayes Life member date	Garry Williams	WIP

#### CURRENT ACTION POINTS from Board Meeting 28 June 2020

01	Ring and speak with Experience Motorcycles re the Introductory message	Garry Williams	
02	Insert message into Facebook re Membership	Garry Williams	
03	Update Club FB Page 'About Us'	Garry Williams	
04	Discuss with Netti the Change from BMWOR to BMWMC and associated documents	Dave Ross	