



**Audi**  
Club North America  
Lone Star



## LONE STAR CHAPTER ACNA BOARD OF DIRECTORS MEETING

24 November 2013, 8:30 P.M. – 9:23 P.M.

Teleconference

### MINUTES

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The November 24, 2013 meeting of Lone Star Chapter (LSC) Audi Club North America (ACNA) Board of Directors convened at 8:30 p.m. via ACNA Teleconference.

#### **BOARD OF DIRECTOR OFFICER INTRODUCTIONS**

M. Welch welcomed the members to the meeting and introduced the other Board of Directors that were present on the call.

Director information is summarized below:

<b>President:</b>	Matthew Welch	From DFW area, focusing on establishing Lone Star, interacting with national and infrastructure.
<b>Vice President:</b>	Eric Howieson	From DFW area, focusing on social media and volunteer program for ACLS.
<b>Secretary</b>	Aaron Plante	From ATX area, focusing on communications, Web content, and Car Corrals for ACLS.
<b>Treasurer:</b>	Jim Gates	From DFW area, replacing Steve Fordham as treasurer for remainder of term with a focus on managing funding opportunities and serves on BoD of ACNA.
<b>Events:</b>	Lily Fordham	From DFW area, focusing on event planning for ACLS.

#### **MEETING AGENDA ITEMS**

- Intro
- Review of club activities since August meeting.
- BoD update – new member on team
- 2014 ACNA National Event
- 2014 Sponsorship Program
- Looking Ahead (Future Events)
- Member Q & A
- Closing

### Quarterly Recap

A. Plante summarized the key activities and progress the club made since the August meeting.

- **August:** The Audi Club Lone Star 2013 State Meet was a great success and ACLS was thankful to everyone for attending. The event had a total of 32 cars and around 50 participants throughout the weekend. Many prizes were donated by the sponsors and awarded to members. Attendees also enjoyed the driving and lunch/dinner events as well as the exclusive tour of the C.A.R.E. (Center for Animal Research and Education) facility and presentation by a fellow ACLS member and Audi Trainer. For more information see the State Meet Article summary in the Winter 2013 issue of Quattro Quarterly.
- **September:** ACLS proudly announced the clubs online forum Go Live! Much effort was put forth to integrate the forum into the club Web site and ensure a consistent experience. The forum can be accessed at <http://forums.audiclublonestar.org/forum.php> or by clicking Forums from the ACLS site main navigation panel.

The club also hosted its second car corral at Circuit of the Americas as part of the ALMS/WEC International Sports Car Race Weekend. ACLS members enjoyed several benefits including premium seating at Turn 15, exclusive pit access, and opportunities to ride on the track in an Audi. Best of all, attendees had the rare opportunity to watch the R10 e-tron quattros contest the 6 Hours of Austin installment of the World Endurance Championship. Details are available at <http://www.audiclublonestar.org/profiles/blogs/the-centurions-acls-members-witness-audi-s-100th-win>.

- **November:** In early November, Audi Club Lone Star hosted a fall track day in Houston at Motorsports Ranch (MSR). The event was an opportunity to take Audis on a closed circuit and learn the benefits of quattro technology. The event focused primarily on novice an intermediate skill levels to provide introductory training in performance driving. Attendees also benefited from local dealer involvement as Momentum Audi actively participated in the days activities, including providing lunch for attendees.
- **Ongoing:** Members across Texas have regional, recurring activities such as lunches, happy hours, cars and coffee, and get-togethers. ACLS events can be accessed using the ACLS calendar at <http://www.audiclublonestar.org/events> for details.

Tickets for the ACNA 2013 raffle for a 2014 Audi S5 S-tronic are also available through Audi Club Lone Star. Tickets are \$25 and can be purchased by following a link through the ACLS page (<http://www.audiclublonestar.org/profiles/blogs/acna-raffle-win-a-2014-audi-s5-s-tronic>) or through ACLS events. Those purchasing four tickets are entered into an additional raffle for \$1000.

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**Change in Board of Directors**

This year the Board of Directors has worked together as a team growing and leading Audi Club Lone Star. They are committed to ensuring the club continues to grow and prosper, and this commitment can be very time consuming. Steve Fordham recently stepped down as Treasurer and, per charter by-laws, the Board of Directors has voted in Jim Gates to serve as Treasurer. Jim has been a very active member of NTAG as well as ACNA and is familiar with managing financial aspects of car clubs. J. Gates then briefly introduced himself to the club members.

**2014 ACNA National Event**

ACNA has recognized what ACLS has done on 2013, leading the nation as fastest growing chapter in both membership and events. In 2014 Audi Club North America will celebrate its 30<sup>th</sup> anniversary and ACLS and Austin will be hosting the 2014 ACNA National Event. This event will also serve as our State Meet and initial plans are to host the event around the 2014 WEC race, pending confirmation from Audi Sport Team Joest participation. We are expected to know by December of this year if they will contest the 2014 6 Hours of Austin.

The Board of Directors are exploring a wide variety of events with both Audiphile and family-friendly activities. We are also exploring establishing driving opportunities both on and off the track. This is set to be the biggest ACNA event ever hosted as well as the largest ACLS event with potential of over 200 Audis in attendance.

The club's goal is to have a full tentative schedule by February 2014. ACLS is seeking volunteers from its members for the planning and execution of the National Event. We will be reaching out to members in the coming months.

**2014 Sponsorship Program**

The primary goal of the BoD is to increase the benefit to members of the club and to make Audi owners, Audi enthusiasts. To that end we are seeking to align ourselves with companies who compliment/enhance the Audi ownership experience and contribute to car enthusiasts. Since national dues do not contribute to ACLS's bottom line, this program will help to provide funds to invest back into the club. The program will focus on different tiers of sponsorship with advertising components online and at events. Concurrently we are also seeking to involve all Texas Dealerships. The program will raise awareness of services & features to members, provide discounts for members, and provide funding for the club to do more.

Any members who know a company interested in sponsoring or partnering with the club can have them contact us via email at: [info@audiclublonestar.org](mailto:info@audiclublonestar.org).

**Looking Ahead to 2014**

This BoD presented several topics that will be the focus of 2014:

- Volunteer Program – the club is growing rapidly and is seeking ways to align member volunteers with club goals that complement their interests and expertise. A Volunteer Program is being crafted to provide an entry point for interested members to get involved.

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Stay tuned to the Web site and email communications to learn how you can volunteer for club activities.

- Audi Ambassador Program (working with dealers) – Audi of America and ACNA have worked together to establish an ambassador program to assist clubs in engaging with area dealerships. Some dealers/clubs have already established co-organized events and ACLS has started the process with Houston dealer, Momentum Audi with the recent track event. As the program rolls out, ACLS will be engaging more with Texas dealers.
- Spring 2014 Track Day – ACLS is planning another track day this spring. Tentatively set for the end of March in the Dallas area (MSR Cresson), the event will be similar to the Houston track day with a half-day focus on novice and intermediate techniques. The club is seeking partnerships in the DFW area to make this event a success. Stay tuned to the ACLS Web site for more information.
- Increasing local events and club awareness – The club is seeking to increase local events throughout Audi strongholds in Texas. Currently, DFW, Austin, and Houston have consistent events, but the club would like to expand the depth and breadth of the events in both these regions and in newer areas. The goal is to create more opportunities for interaction and give members an opportunity to meet each other.
- Listening to Members – Member feedback is an important component of providing ACLS members with what they want. The Board of Directors is here to serve its members and welcome feedback. Any comments or questions can be posed to the entire Board via [info@audiclublonestar.org](mailto:info@audiclublonestar.org).

### **Member Q&A**<sup>1</sup>

1. Ben (San Antonio) – Posed a question regarding the sponsorship program. “How soon is the club going to get into the dealers and help spread the word of the organization? The problem in the San Antonio area is they don't know about the club. When will dealers be telling owners about ACLS?”
  - A. ACLS is starting to reach out to dealerships now and ACNA is rolling out the Audi Ambassador Program. As ACLS approaches dealerships, and ACNA works with AoA we hope to improve relations with ACLS and the Texas dealerships. It represents a large opportunity for growth.
2. Vinnie (Area not Specified) – congratulated the club for building club up from where it started and for hosting a lot of varied events.
3. Paul Clark (Houston) - attended the Houston track event and really enjoyed it and plan on attending future track days. He inquired if pictures are typically posted on forum or Web site, and how to view them.
  - A. The representative from Momentum was out taking pics for their needs. ACLS plans on better organizing photo opportunities for track days and other events.

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<sup>1</sup> Please note all names, spellings, and areas are based on information interpreted from call and are meant to capture the spirit of the question and the Board of Directors' response. Any typographical errors or misinterpretations are unintentional. Please contact [info@audiclublonestar.org](mailto:info@audiclublonestar.org) to solicit corrections or clarifications.

**Action Item Summary List**

The following Action Items were created and assigned as follows:

<b>No.</b>	<b>Action Item</b>	<b>Responsible Member</b>
<b>1</b>	Distribute Meeting Minutes to Members (website)	A. Plante

The meeting adjourned at 9:23 p.m. The next ACLS Board of Directors meeting is scheduled for Sunday, **February 23, 2014** at 8:30 p.m. via **Teleconference**.

Respectfully submitted,

Aaron Plante  
Secretary, ACLS