



Audi
Club North America
Lone Star



LONE STAR CHAPTER ACNA BOARD OF DIRECTORS MEETING

23 February 2014, 8:35 P.M. – 9:09 P.M.

Teleconference

MINUTES

The February 23, 2014 meeting of Lone Star Chapter (LSC) Audi Club North America (ACNA) Board of Directors convened at 8:35 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:

President:	Matthew Welch	From DFW area, focusing on establishing Lone Star, interacting with national and infrastructure.
Vice President:	Eric Howieson	From DFW area, focusing on social media and volunteer programs for ACLS.
Secretary	Aaron Plante	From ATX area, focusing on communications, Web content, and ATX events for ACLS.
Treasurer:	Jim Gates	From DFW area, focusing on managing funding opportunities.
Director of Events:	Lily Fordham	From DFW area, focusing on state-wide recurring events and the state meet.

MEETING AGENDA ITEMS

1. Intro
2. Review of club activities since November meeting.
3. 2014 Spring Track Day
4. Dealer Interactions / Events
5. 2014 ACNA 30th Anniversary National Events Update
6. Looking Ahead
7. Member Q & A
8. Closing

Quarterly Recap

M. Welch summarized the key activities and progress the club made since the November meeting.

- **Sponsorship Program:** ACLS has established a formal Sponsorship Program to aid in the appropriation of sponsors for the club Web site and other activities. The club has been working to establish new sponsors, reengage with previous sponsors, and have engaged a list of companies in final program discussions. The Board encourages any members with knowledge of potential sponsors to contact Audi Club Lone Star at info@audiclublonestar.org.
- **Volunteer Program:** ACLS has launched its official Volunteer Program. The program is designed to seek out help in club activities via an online form that interested members complete. The simple form helps map member interests and expertise to club needs. Interested in volunteering? Register online at: <http://www.audiclublonestar.org/page/volunteer-for-the-club>
- **Dealership Program:** Audi Club Lone Star is currently working with Audi of America and dealers directly to increase cooperation on growth. See **Dealer Events** section below for more information on upcoming events with Texas Audi dealers.
- **Social Media Presence:** ACLS has continued to have a strong social media presence and encourages all members to participate in social media discussions. We currently have active accounts on Facebook, Twitter, and most recently included Instagram. Social media outlets are used to communicate events, post pictures, videos, and Audi Club news. Like us on Facebook at [Audi Club Lone Star Chapter](#), follow us on Twitter and Instagram @AudiClubLS.

2014 Spring Track Day

This quarter ACLS will be hosting a half-day track event in the Dallas/Fort Worth area on **April 5, 2014** at Motorsports Ranch - Cresson. Attendees will make use of Cresson's 1.3 mile track layout that features six turns with elevation changes. The cost is \$200 per driver and includes session instructors for both novice and intermediate drivers. ACLS is partnering with DFW/FTW Audi for the event and hope to be able to provide lunch and possibly showcase the new A3. Dealership involvement details to follow. Registration will be available online starting the last week of February. The event is open to Audi Club members only.

Dealership Events

ACLS has been expanding its relationship with dealers throughout the state. Last year the club saw success with Momentum Audi and their collaboration in hosting the Houston track day. New members were able to see the value of the club and its relationship to Audi, while seasoned members were able to meet new members and enjoy some track time. ACLS's goal is to

replicate that success with other dealers and regions by exploring different opportunities to collaborate on events such as track days, drives, technical and educational sessions, model launches, and motorsports watching events. We are continuing to work to get ACLS information to dealers and raise awareness of the club to illustrate, to members and dealers, the value of the relationship.

2014 ACNA National Event

The 30th Anniversary Audi Club North America National Event will be hosted by Audi Club Lone Star this September 17th through the 21st in Austin, Texas. There will be a wide variety of events including: driving events, food and dining, Audi activities, Audi Sport teams interactions, and of course the TUDOR Championship and WEC day-to-night race. There will be plenty of activities to take part in, from family fun to motorsports.

Below are some event highlights:

- Kart Racing Competition
- Show N' Shine
- Signature Drive through Hill Country with BBQ lunch
- Audi Motorsports Discussion
- Track Day
- 30th Anniversary ACNA Gala Banquet
- TUDORS Championship (with paddock/pit access)
- World Endurance Challenge (with paddock/pit access)
- COTA Car Corral for Race Weekend

ACLS is also actively working with Circuit of the Americas for a parade lap to mark the 30th anniversary and is currently in negotiations. Marketing and registration for the event will begin in March with a full write up in the next *quattro quarterly* magazine. Interested in volunteering to help with the event? Write to info@audiclublonestar.org or register on the Volunteer page of the club (see above).

Looking Ahead

The Board of Directors presented topics that will be the focus of the next quarter and beyond:

- More Local Events
 - The club is seeking to increase its number of events for members in major metro areas. We are actively seeking new ideas from members. Anyone with ideas for a metro area please contact the club at info@audiclublonestar.org.
- More Social Media
 - ACLS is looking to grow its forum and social media activity and is encouraging its members to actively join the online community and interact with fellow members. Go to www.audiclublonestar.org and check in the Forum tab.

- Membership Drive
 - In the spirit of ACNA goals, we are focusing a large effort on bringing new members into the club. ACLS is seeking to increase its membership and get more people to interact with club members and participate in larger events. If you know fellow Audi enthusiasts who are not members, direct them to the following link for information and to join: <http://www.audiclublonestar.org/page/benefits>.
- 2014 ACNA National Event
 - ACLS continues to actively prepare for the 2014 National Event and has made big strides towards making the 30th anniversary the best ACNA event to date.

Member Q&A¹

- Raj: Good overview, glad to hear working on more engagements and get-togethers. What is most popular event, historically?
 - MW: It depends on how you define a popular event. Strictly by attendance, it's driving related events (track, country drives, etc.). If you look at repeat attendance, it's more on the social side (happy hours, dinners, etc.). We are looking to increase these.
- Paul: I have a question about new members/dealers. I just purchased another vehicle last month and didn't receive any literature about the club (ACNA/ACLS), etc. I know people at work who have Audis and they haven't seen any introduction to the club.
 - MW: Congratulations on the new car. We are working with dealers and Audi of America to show the benefit and value in working with the club and are working towards having dealerships in Texas align with the club to provide information to their customers and to promote the club.
- Colin: I have a friend that is part of the Porsche Association and held a track day at COTA. Are there any plans for Audi Club to host an event there?
 - MW: Yes, we are working with ACNA, but no date is fixed yet. Obviously, cost is a challenge as well.
 - AP: I also wanted to note that the National Event does have a track day planned, but not at COTA as the track will be in use for the TUDOR Championship and WEC.
- ACLS also provided the following information during the Q&A session:
 - If you are member of ACLS forum, forums are now mobile friendly.
 - The raffle for this year has been announced: a 2015 S3. Raffle tickets are available on our Web site by navigating to <http://www.audiclublonestar.org/profiles/blogs/2014-acna-raffle>.

¹ 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 to solicit corrections or clarifications.

Action Item Summary List

The following Action Items were created and assigned as follows:

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

The meeting adjourned at 9:09 p.m. The next ACLS Board of Directors meeting is scheduled for Sunday, **May 25, 2014** at 8:30 p.m. via **Teleconference**.

Respectfully submitted,

Aaron Plante
Secretary, ACLS