



Audi
Club North America
Lone Star



LONE STAR CHAPTER ACNA BOARD OF DIRECTORS MEETING

24 August 2014, 8:30 P.M. – 9:15 P.M.

Teleconference

MINUTES

The August 24, 2014 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:

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. Quarterly Recap
3. 2014 ACNA 30th Anniversary National Events Update
4. We Are Growing, Need Volunteers!
5. Introduce Dubsquared as Official Sponsor
6. 2014 ACNA Raffle for S3
7. Looking Ahead
8. Member Q & A
9. Closing

Quarterly Recap

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

- **30th Annual National Event preparation**
 - Full update below

- **Continued Chapter Growth**
 - ACLS continues to show strong growth across the state and we are not stopping! We started the year with 249 members and as of 8/1 we were at 400 active members across the state. We are putting large efforts into raising awareness of the club in several ways including working with local dealers.

2014 ACNA National Event

We are 24 days from the largest event in Audi Club history! The team is working hard to put the finishing touches on the event and look forward to seeing all everyone out there!

The team is also working on a few exciting areas to help give everyone a preview of what they can expect during the event. Earlier this week ACLS released a short teaser video on social media and the forums of the drive which highlights the quality of the roads we will be driving on. For those who haven't seen the video yet we encourage you to head to the chapter website, forums, or Facebook page to get a preview!

We are also happy to announce some exciting information about the National Event and who will be speaking at various portions of the event. At the dealership reception held at Audi South Austin we will have John Hindhaugh, voice of Radio Le Mans, keeping everyone entertained and having a great time as we interact with various people from Audi and Audi sport. Later in the week during the banquet we will hear from Scott Keogh the current President of Audi of America and also a secret Audi racing legend. These speakers among others will be giving presentations on interesting Audi related content and also available for questions during the banquet.

As mentioned before we are less than 30 days from the event and registrations are still coming in! As of last week we have reached 170 people registered for the event and expect that number to grow as we get closer to the event. There are people coming from all corners of North America to join this event. As ACLS is hosting the National Event this year we are looking for a strong representation of local members to join us. If you haven't registered yet we strongly urge you to do so and help display why Texas is the best and fastest growing chapter in North America!

We are Growing, Need Volunteers!

Over the past 18 months the Audi club in Texas has seen some very rapid growth. To date we have over 400 new members in the club, which has almost doubled our size this year alone! We aren't stopping here either, as we have plans and are driving to see much more growth before we end 2014. While this growth is wonderful, we want to ensure we are able to provide a high quality experience for everyone across the state. In order to do that we will need more people involved to help run the club, both at a state and local level. If you think you have something to add to the club, or would like to help keep ACLS as the fastest growing club in the North America, please reach out to us. Either send us an email at volunteer@audiclublonestar.org or head to the website and click on the volunteer link to submit your information.

- <http://www.audiclublonestar.org/page/volunteer-for-the-club>

Introduce Dubsquared as Official Sponsor

As ACLS has become more organized and is offering more benefits to our members, we are also offering more ways for businesses who support the club to be engaged with our members. As we have rolled out our sponsorship program earlier this year we have been approached by several organizations who are interested in becoming sponsors or partners with ACLS. Today we are proud to announce the Dubsquared has become an Official Sponsor of ACLS! Dubsquared has been serving customers in the DFW area for many years and continues to have customers coming back for more quality work and great customer service. We encourage everyone to check out Dubsquared, a link talking more about them and to their website can be found on the ACLS homepage.

2014 ACNA Raffle for the S3!

Each year ACNA runs a raffle for a brand new Audi. This year the vehicle up for grabs is the new 2014 Audi S3! The S3 raffle car will be present at next month's National Event in Austin! For those who haven't seen the car in person it looks fantastic and it drives even better! The Quattro® all-wheel drive with six speed Audi S-tronic® dual-clutch transmission lets you command the road! We're super excited about the S3 and want to see a Texas winner! Tickets can be purchased for \$25 via the ACLS website and downloading the form. Additionally we do have tickets for sale at most ACLS events if you would like to buy some in person.

Looking Ahead

This BoD presented several topics that will be the focus of the next quarter and beyond:

- Continued focus on 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.

- More New Members and growing the club
 - ACLS will use our momentum to add more new members to the club across the state and ensuring a high quality experience. At our current rate ACLS will be one of, if not the largest chapters in North America by the end of 2014.
- Several events set for Q4 across the state
 - While we are currently very focused and excited about the National Event we are also working to schedule several events through the end of the year across the state. We are listening to the requests from the member community and have some exciting things planned for October, November, and December! Keep an eye on the ACLS website, events calendar, and your email!

Member Q&A¹

- Hank: Do we have a sponsorship with SilverCar?
 - Yes, SilverCar is a sponsor of Audi Club North America and has a standing discount code for all active ACNA members. Details can be found on the ACNA website.
- Amit: Are there any remaining AME tickets available?
 - ACNA returned unsold tickets to AME earlier this month. Those seeking tickets will need to contact AME directly for tickets.
- Benson: Received great feedback from Cavender Audi and their customers regarding track day at H2R.

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)	M. Welch

The meeting adjourned at 8:59 p.m. The next ACLS Board of Directors meeting is scheduled for Sunday, **November 30, 2014** at 8:30 p.m. via **Teleconference**.

Respectfully submitted,

Aaron Plante
Secretary, ACLS

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.