



**Audi**  
Club North America  
Lone Star



## **LONE STAR CHAPTER ACNA BOARD OF DIRECTORS MEETING**

30 November 2014, 8:32 P.M. – 9:09 P.M.

Teleconference

### **MINUTES**

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The November 30, 2014 meeting of Lone Star Chapter (LSC) Audi Club North America (ACNA) Board of Directors convened at 8:32 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 programs for ACLS.
<b>Secretary</b>	Aaron Plante	From ATX area, focusing on communications, Web content, and ATX events for ACLS.
<b>Treasurer:</b>	Jim Gates	From DFW area, focusing on managing funding opportunities.

#### **MEETING AGENDA ITEMS**

1. Introduction
2. Review 2014 Accomplishments
3. 2015 Board of Director Nominees
4. Excitement for 2015
5. ACLS & Pirelli World Challenge at COTA
6. 2015 State Meet
7. 2014 ACNA Raffle for S3
8. Looking Ahead
9. Member Q & A
10. Closing

**Review 2014 Accomplishments**

2014 was an amazing year for Audi Club Lone Star. Over the past 11 months the club has many accomplishments that were not possible in previous years. Our greatest success was the hosting of the 2014 National Event in Austin. The event was well executed and received and everyone had an excellent time. Additionally ACLS has continued our rapid growth spurt from 2013. In January 2013 there were 153 active ACNA members in Texas, today ACLS approaches 450 active members. This is an increase of almost 300% in two years. Along with this growth the club has been able to expand our events to provide members with many opportunities every month to participate. This is in direct alignment of our mission, "Enhance the Audi Ownership Experience." ACLS would like to provide a very big thank you to the Texas Audi Dealerships who have helped raise awareness for the club as well as the club sponsors who help make all of this possible.

**2015 Board of Director Nominees**

As part of bringing in the New Year ACLS is also bringing new people onto the ACLS Board of Directors. Per the chapter By-Laws, there are three open seats for which elections will be held next month. On the call were three nominees for 2015 including: Benson Ray Jr, Thomas Whited, and Matthew Welch. Each nominee provided a brief introduction and some background information about themselves.

Benson Ray Jr. briefly introduced himself. He resides in San Antonio and has been a longstanding member of the club and is an avid Audi fan. He has three main goals in joining the board of directors: improving the club's foundation through more club awareness, improve owner to owner and owner to dealer network, and enhancing the local passion for Audi.

Thomas Whited briefly introduced himself. He currently resides in the Frisco area in Dallas. He has a passion for Audi and has been around the motorsports business for some time. His primary background is in aviation and has worked with the Andretti team and has done some work in marketing within the Continental Sports Car series. He would like to increase collaboration around the state for the club events; plan more brand/club awareness in Texas; and increase membership for the club. He is looking forward to putting time and effort into ACLS.

Matthew Welch introduced himself as the third nominee and resides in the Dallas area. He is looking forward to working with the team again this term and progressing the club to the next level. Some key objectives he would like the club to focus on are: increased growth for the club and engaging new and existing members by having many different events that offer versatility for the members.

**Excitement for 2015**

With the achievements from 2014 and the new resources who will be joining the ACLS BoD, 2015 is shaping up to be a very exciting year. The team is working to continue our progress in the areas of member growth across the state and will be holding more events of varying types throughout the year (i.e., dealer tech events, toy drives, expanding social events/venues), and ACLS will be doing more to provide members with the opportunity to get engaged with fellow members. The club is looking for volunteers to help grow by providing input, assisting in planning and executing events, or in any way members find. If you are interested in helping ACLS, please email us at [volunteer@audiclublonestar.org](mailto:volunteer@audiclublonestar.org).

**ACLS & Pirelli World Challenge at COTA**

As the 2015 professional racing season kicks off, ACLS is already organizing the next event to support Audi Sport Customer Racing teams. Club Directors have been working with Audi, PWC Audi Teams, COTA, and Pirelli World Challenge to ensure that Audi owners will be able to enjoy the race and support our favorite brand. Stay tuned for more information and keep the weekend of March 6-8<sup>th</sup> open on your calendars.

**2015 State Meet**

Texas has a long standing tradition of hosting an event each year that is dedicated to bringing owners together from across the state. In 2014 the club combined this dedicated event with the ACNA National Event in Austin and welcomed owners from all across the country. For 2015 it is focusing on the Texas owners and will be putting on a state event for all to attend. ACLS is working to complete the planning, and can inform all that the 2015 State Meet will be based in Houston and take place in early June. This will be the first time that a State Meet is centered in Houston and the club is excited to explore the locale attractions, roads, and interact with fellow Audi owners. ACLS will be posting more information in the coming months along with details on how you can sign up. Until then, plan on being in Houston in early June for the 2015 State Meet.

**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. ACLS is 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. The clock is ticking as there are only two more weeks to purchase tickets before the drawing. Head to the ACLS website now and purchase your tickets!

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### **Looking Ahead**

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

- Voting and confirmation of 2015 Board of Directors
  - Onboarding new Board members.
  - Establishing officer positions within the Board.
- Increasing Club Membership
  - ACLS will use current momentum to increase club membership across the state and ensure a high-quality experience. ACLS will push forward as it continues to raise awareness of the Audi Club and execute our mission.
- Open Registration for 2015 PWC Race
  - Stay tuned for information and registration information on the 2015 PWC race event March 6-8<sup>th</sup>, 2015.

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

- Steve – Do the ticket sales, or a portion thereof go towards the Lone Star Chapter?
  - ANSWER: At end of raffle, the chapters that sold the most tickets do receive a portion of ticket sales back.
- Tom – Do we have a demographic breakdown for Lone Star members based on several factors?
  - ANSWER: Each year we conduct a census to gather demographic information and post our current member demographics on our forum and/or Web pages.

### **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)	M. Welch

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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.

The meeting adjourned at 9:09 p.m. The next ACLS Board of Directors meeting is scheduled for Sunday, **February 22, 2014** at 8:30 p.m. via **Teleconference**.

Respectfully submitted,

Aaron Plante  
Secretary, ACLS