



Audi
Club North America
Lone Star



LONE STAR CHAPTER ACNA BOARD OF DIRECTORS MEETING

25 August 2013, 8:30 P.M. – 9:30 P.M.

Teleconference

MINUTES

The August 25, 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:

President:	Matthew Welch	From DFW area, focusing on establishing Lone Star, interacting with national and infrastructure
Treasurer:	Steve Fordham	From DFW area, focusing on managing funding opportunities and serves on BoD of ACNA
Director of Events:	Lily Fordham	From DFW area, focusing on state-wide recurring events and the state meet

MEETING AGENDA ITEMS

- State Meet Recap
- Forums Changes
- WEC Weekend
- Track event & other upcoming events
- Member Welcome Kits

2013 State Meet Recap

The State Meet was a great success and we thank everyone for attending. The event had a total of 32 cars and around 50 participants throughout the weekend. We were able to give away numerous prizes that were donated by the sponsors. By the end of the event almost half of those who attended had received a prize or gift in addition to the items in their welcome bag.

Post event surveys were sent out to those attended the event to gather their input around what worked well and what we can improve upon. When asked how well they enjoyed the event, almost 2/3 of the respondents said Excellent, the highest possible choice. The lowest response received was Good. Some of the replies we received from the survey include:

- “Had a blast at the event and look forward to it next year.”
- “Always enjoy the seeing the folks in the group and the amazing cars they drive. I look forward to the next event.”

We also asked for feedback from those who were not able to attend the state meet in an effort to attract more members in the future. While we have not received as many responses to this survey as expected, there is some good information we are able to extract. For example the most popular reason for members not attending was the lack of a track event. The feedback from the general community is something that we will address for next year’s event. The more we hear from the community, the better we will be able to deliver.

Forums Change

Audi Club Lone Star is working to provide everyone in the community numerous opportunities to interact with each other. We want to ensure that members are able to get engaged with the community even while not at events. One of the ways we want to accomplish this is by establishing an official online forum. We are happy to announce that we are getting close to making these forums live for everyone to join. These forums will encompass the entire state and foster community discussion around Audi’s and the Texas region.

When the forums are live there will be a direct link on our website and notifications will be sent out to the community. Our timeline for making the forums live is before September 6th.

WEC Weekend

We are less than 1 month away from the WEC race weekend at COTA. We have a great package setup for all members of the Audi community. Attendees will receive reduced admission prices, special access to Audi only parking, and reserved seating at turn 15 to see all the action. We are also working directly with Audi of America and Audi Sport to provide additional access to ACNA members who attend the event. Full event details can be found on our website.

We encourage everyone to come out to the event. There will be ACNA members and Audi of America personnel attending the weekend from all around the count. This is THE race event of the year for Audi and ACLS.

Track event & other upcoming events

ACLS is working to organize a track event for Q4 of this year. We are working to finalize the weekend and location of the event. Plans thus far are to have the event at MSR Houston and hold a 1 day event. We are working with local dealers to sponsor and attend the event. This track day will be focused more around drivers that are new to the track and high performance driving. We do not want to leave out the advanced drivers, there will be a run group allocated for you but with limited spots. Our goal is to announce finalized information at the WEC event and begin taking registrations.

Member Welcome Kits

ACLS membership is a special thing. It gives members access to many benefits and signifies that you are a true enthusiast of the brand. As such, ACLS will be sending out welcome packets to all members starting in September. This kit will include a personalized letter, ACLS stickers, business cards, and an Audi lanyard. We will also be sending this to all members who are currently active within ACNA. For existing members, please ensure that your address listed within ACNA is accurate. We will be using that contact information when we distribute the welcome kits.

Member Q&A

1. How is the chapter funded? What are the dues?
 - A. All membership dues go to the national organization. None of the member dues are distributed to local chapters. However, local chapters do have an opportunity to receive funds as part of the raffle IF they sell the most tickets.
2. Will existing members receive a Welcome Kit?
 - A. Yes, existing members will receive their welcome kits as the same time as new members which will be during the month of September.
3. Mercedes receives a 10% discount on service. What does Audi offer?
 - A. ACNA members get a 20% discount on the Audi Collection. We are working with local dealerships on providing discounts/benefits to members.
4. Is ACLS associated with Cars & Coffee?
 - A. Currently, we attempt to make a presence as a club. In the future we are evaluating more involvement or sponsoring of these events in an official capacity.
5. Is the European Driving event sponsored by ACLS?
 - A. No, that is an event organized and hosted by the National Organization. All ACNA Chapters provided input into the details of the event.
6. General events are not considered fundraisers?
 - A. That is correct.

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7. How is the email list maintained for the Lone Star Club members? I have not received any notifications/emails from ACLS but have from ACNA.
- A. The list of recipients is provided by ACNA. It is a list sent to us every month. This is a list of ACNA members only within the Lone Star Chapter. Send us your information and we will get ACNA to add you to the correct chapter so that you receive notifications.
8. Are these conference calls every month?
- A. These calls are held every quarter. The next call will be on November 24th.

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

Minority Views

There were no minority views.

Voting was unanimous unless noted otherwise.

The meeting adjourned at 9:25 p.m. The next ACLS Board of Directors meeting is scheduled for Sunday, **November 24, 2013** at 8:30 p.m. via **Teleconference**.

Respectfully submitted,

Matthew Welch
President, ACLS