



Audi
Club North America
Lone Star



LONE STAR CHAPTER ACNA BOARD OF DIRECTORS MEETING

25 May 2014, 8:30 P.M. – 9:15 P.M.

Teleconference

MINUTES

The May 25, 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. Review of club activities since February meeting.
3. 2014 Spring Track Day – San Marcos
4. Le Mans Race Watch Event
5. 2014 ACNA 30th Anniversary National Events Update
6. We Are Growing, Need Volunteers!
7. Introduce Details Ltd as Official Partner
8. 2014 ACNA Raffle for S3
9. Looking Ahead
10. Member Q & A
11. Closing

Quarterly Recap

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

- **More Local Event:** 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.
- **More Social Media:** ACLS has continued to have a strong social media presence and encourages all members to participate in social media discussions. Over the past quarter we have seen fast growth on all of our social media channels and we continue to push forward. Notably we are close to passing the 500 members link of Facebook with 492. Additionally Instagram has been very strong and we are just under 225 followers. We encourage everyone to join us on social media and like/follow our channels to see all the interesting ACLS & Audi content!

2014 Spring Track Day

This quarter ACLS will be hosting a half-day track event in San Marcos on **June 20, 2014** at Harris Hill Road. Attendees will make use of the full track which includes several turns and elevation changes. The cost is \$200 per driver and includes session instructors for both novice and intermediate drivers. ACLS is partnering with Cavender Audi for the event and they will be providing free lunch after the event for those who register! Dealership involvement details to follow. Registration is online now and we already have 12 drivers signed up for the event! We encourage anyone interested to sign up today!

Le Mans Race Watch Event

Earlier this year ACLS held our first ever Race Watching Event for the 12 hours of Sebring at Audi Dallas. This was a great event and allowed members to watch the race with fellow Audi enthusiasts while being surrounded by Audi's to make for an awesome experience. Additionally we had several breakfast items provided for attendees. With the upcoming 24 Hours of Le Mans race in June, ACLS is working to host more Race watching Events across the state. We will be announcing the specific dealerships soon, whether you are in DFW, Houston, or Austin/San Antonio, keep June 14th open and plan on joining us at a local dealership as we cheer on Audi as they battle for a win in the biggest race of the year!

2014 ACNA National Event

We are 3 months and 21 days from the largest event in Audi Club history! The 30th Annual National Event has a wide variety of activities and we've been working hard to ensure it provides a truly once in a lifetime experience. From check-in on Wednesday through the parade laps at COTA on Sunday, you will have the opportunity to participate in a wide variety of events. Here are some of the main events we have planned at this year's National Event:

Karting Grand Prix
Welcome Reception
Show-N-Shine
Drive through the Hill Country
Barbeque Lunch at Luckenbachs
Audi Sport Drivers discussion & cocktails
2 Audi races at COTA
Parade laps to drive your Audi on COTA

Also we are proud to announce that we are working with APR for the track day and they will be present providing assistance and showing off their cool rig and products!

In addition to these events we will provide a long list of other suggested destinations for those who want to experience more of the Austin and surrounding area. From dining and entertainment, to history and fun, there is something for everyone!

Registration has gone live and so far we have over 50 people signed up to attend. The early bird special is running through the end of the month, so if you are thinking of joining us for this historic event you should act fast!

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 had over 200 new members join the club, which has more than doubled our size! 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 Details Ltd as Official Partner

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 Details Ltd has become our first Official Partner of ACLS! Details has been a long time supported of the club in the DFW area and we are very happy to continue working with them. Details Ltd is a high quality body repair facility located in Dallas and as the name says, they pay very good attention to the details. Several members in the DFW area have taken their vehicle to Details in the past and we continue to hear great things about the work performed and overall experience. We encourage everyone to check out Details Ltd, 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 this year's National Event in Austin! Audi's engineers used ultra® lightweight technology to wield an estimated 290 hp, every S-specific element is engineered to perform. 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 make 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.

Member Q&A¹

- Tim: Are there other large events/parties going on at the same time as the National Event which would impact hotels?
 - It is expected that the TUDOR & WEC races will be bringing a lot of people out to Austin at the same time we are hosting the National Event. To help ensure that we have a place to stay we have established an agreement with the Westin at the Domain to provide a block of rooms. Additionally these rooms are available at a discounted rate. Full information is available on the national website www.audiclubna.org.
- Tim: There has previously been interested mentioned about doing a dyno day in the DFW area. Are there any plans to host one of these type of events in the future?
 - We really enjoyed the last dyno day we did and would like to do another and offer the opportunity to those outside of DFW as well. We currently do not have a dyno day scheduled but can work to get one established in the future. As Eric mentioned earlier there are lots of things we would like to do, but need more volunteers in order to make it possible
- Vinny: What are the volunteering needs and opportunities for the national event?
 - In order to make this event a success we will need volunteers to help. Whether it is for a specific event, or just overall to answer questions, it will take several volunteers. If you are interested in volunteering, I encourage you to submit your information in the volunteering form on the chapter website. Additionally we will be using our “Red Shirt” program during the event to make organizers and volunteers easier to see.

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 9:15 p.m. The next ACLS Board of Directors meeting is scheduled for Sunday, **August 31, 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.