

Titles appearing in red indicate that the sections are included here.

## ZSCCA Operations Manual Table of Contents

### Introduction and Overview

Purpose and Use of Manual

Authority—Charter and Bylaws

**Board of Directors**—The ZSCCA governing body established in the Bylaws Article IV, Section 1

**Position Descriptions for Elected Officers**—in Appendix

President

Vice President

Secretary

Treasurer

Membership Liaison

**Position Descriptions for Currently Appointed Board Members**—in Appendix

Area Rep Manager

Cruzin' Newz Editor

Member-at-Large

Social Media Manager

Web Manager

Board Meetings

Regularly Scheduled

Special

Method used to announce

Who Announces and When

Included in Announcement

Meeting Time and date

Call-in number

Agenda

Request to RSVP

Minutes

Recording

Posting

Retention

How to Fill Vacancies

How to Remove from Office

How to Resign from Office

How to Nominate Elected Officers

Election of Officers

Transmitting ballots to members

Sample voting ballot—In Appendix

### Code of Ethical Conduct

The ZSCCA Board is committed to maintaining the highest standard of conduct in carrying out its fiduciary duties of care, obedience and loyalty in pursuit of its mission. Before or upon assuming their official duties, Board members shall sign a document, the Code of Ethical Conduct form, certifying that they agree to abide by these standards.

1. Keep up to date on of all matters, including financial, that come before the Board and assigned committees.
2. Respect and follow the decision making structure of the Board and its administration.
3. Act in a fair, honest and proper manner according to the law.
4. Inform the President or the appropriate Board members or committee chairs of any significant questions, personal views or concerns on relevant matters of governance, policymaking or constituencies.
5. Oppose on record, any Board actions with or about which one disagrees or has serious doubts.
6. Appropriately challenge, within the structure and bylaws of the organization, those binding decisions that violate the legal, financial or contractual obligations of ZSCCA.
7. Ensure that personal interest does not adversely influence their own decisions or the decisions of others in the way in which activities are carried out.
8. Act with reasonable care and respect the authority of Board and duties of committee chairs, volunteers and members.
9. Inform the President when unable to carry out assigned duties and responsibilities.
10. Participate in learning opportunities, orientation programs and other activities that enhance knowledge and skills for Board members.

Conflict of Interest

Board orientation and development

Succession of leadership

## Organization at Large

### Legal Liability and Risk Management

Acting within Scope of Engagement

Liability Insurance for Events

Participant liability waivers—in Appendix

Requirement

How to record

Preserving

## Code of Conduct

Organizational Standards— All ZSCCA members shall observe these standards:

1. Comply with all Club bylaws, policies, rules, and minimum standards.
2. Abide by all laws, regulations and contractual requirements.
3. Respect and support the Board's role as the governing body of the organization.
4. Maintain appropriate behavior.
5. Avoid assisting others who are attempting to knowingly violate any policy, rule, bylaw or minimum standard, or are attempting to commit an unethical act.
6. Abide by event rules when participating in club events.
7. Avoid conflicts of interest relative to the work of ZSCCA, including using club membership, access to members or club events as the means for personal financial gain.
8. Act within the scope of their written volunteer position description, neither engaging in acts beyond their duties nor omitting acts required by their duties.

Interpersonal Standards—ZSCCA conducts its affairs according to the highest standard of behavior. Mutual respect and sincere consideration for members and the club overall, are our guideposts. All members must:

1. Respect the dignity, rights, privacy and personal choices of all individuals.
2. Promote an environment that values fairness and courtesy when working with others, including in written, spoken and electronic interactions.
3. Carry out assigned activities in a manner that promotes collaboration and partnership.
4. Accept guidance, be responsive to feedback and ask for support when necessary.
5. Avoid engaging in activities that impede or delay the progress and work of the organization that are due to differences in opinion or other personal reasons.

## Representation

Continuity and periodic assessment of bylaws

## Finance

Checking Account

Deposits

Reconciling statements

Investing

PayPal account

Reporting

IRS Filings

Audits

## Request for reimbursement

Members may be reimbursed expenses while carrying out their assigned duties. ZSCCA is committed to fiscal responsibility and encourages the cost sharing of out-of-pocket expenses where possible.

Reimbursement is at the discretion of the President and expenses must be preapproved. Examples of possible out-of-pocket expenses include: accommodation, baggage fees, meals, transportation and parking.

Members are responsible for any transportation or accommodation upgrades, alcoholic beverages and tipping. They are also responsible for any tickets, parking violations or associated fines they receive while carrying out their assigned activities.

The President should:

1. Indicate in meeting agendas which expenses will be covered by ZSCCA.
2. See that volunteers are reimbursed within 30 days of their requests.

Members should:

1. Verify approval for any potential expenses.
2. Utilize cost sharing measures when possible.
3. Submit the required receipts and documentation within 30 days.
4. Retain a copy of the receipts and documentation for their own personal records.

## Procurement

Overview

Scope

Code of Conduct

Bidding Requirements and Vendor Selection

Obtaining Competitive Bids

Exceptions

Contracts

Documentation Requirements and Responsibility

Vendor Selection Form *In Appendix*

## Members

How to join ZSCCA

Types of Members

Regular

Associate

Special

Rights

Vote

Electronic Voting

How to Request and Submit Paper Ballot

Serve on the Board of Directors

How to Become Involved in Leadership Position

Nomination to run for Elected Officer of the Board

Signal desire to serve as Appointed Board Member

Serve as Committee Chair

Volunteer for Committee, Task Force or Special Project Leader

Serve as a Volunteer

Volunteer for local or national activity

Attend Membership Meetings

Annual Meeting

How to Call a Special Meeting

Meeting Notifications

Agenda

Quorum and Voting

Dues

## **Committees, Task Forces, Action Teams, Volunteer Roles**

Committee Descriptions—in Appendix

ZFest Team

Purpose

Composition

Scope of Work

Bylaws & Rules Action Team

Purpose

Composition

Scope of Work

## Volunteer Position Descriptions—in Appendix

### Area Representative (Area Rep)

ZFEST Chair

Bylaws & Rules Action Team Leader

---

## Appendix

### Board of Directors Position Descriptions

#### President

##### **Goal**

Serve the board of directors and the membership by providing vision and direction. Act as the face of ZSCCA to the membership and public alike. Advocate for ZSCCA in all arenas.

##### **Duties**

1. Conducts all meetings.
2. Signs any contracts that obligate ZSCCA funds or responsibility.
3. Acts as Cheerleader for the club and often leads by example.
4. Recruits.
5. Keeps the Vice President informed on all matters.
6. Interacts with peer groups and their leadership.

##### **Qualifications**

1. Comfortable as a public figure. Outgoing personality.
2. Comfortable with social media and email and able to communicate in both oral and written communications.
3. Should have several years of membership actively participating in ZSCCA activities.
4. Leadership experience.
5. Both collaborative and decisive.
6. Patient, diplomatic.

##### **Time Required**

20-40 hours /month—Expected to attend major national events, i.e. ZFEST. Connected and available to respond to social media and email quickly, not always on a set schedule, but as need arises.

##### **Place**

Works from home with occasional travel to ZSCCA events

##### **Benefits**

1. Enjoying Big Kahuna standing in a club that one loves
2. Leading a premiere national membership organization
3. Kinship with the board
4. Chance to expand experience and horizons

##### **Supervisor**

Board of Directors

---

## Vice President

### **Goal**

Working with the President, serve as a catalyst to coordinate functional operations along with long and short-term goals resulting in organizational “health” and sustainability. These include, but are not limited to, member value, growth and retention.

### **Duties**

1. Facilitate strategic planning on a regular basis under the direction of the President. Document, track and help facilitate tactical execution.
2. Serving as the executive officer (similar to XO in the Navy) support and help other board members and committees move forward long and short-term goals. To provide resources (people, money & “things”) to assist them in meeting their objectives.
3. Proactively seek opportunities for partnerships with commercial entities and similar enthusiast organizations.
4. Represent the Board and ZSCCA at a national and local level carrying our message as enthusiast organization that is fair, inclusive and is member focused.
5. Preside over Board meetings when the President is unavailable to attend.
6. Fulfill other discretionary duties as mutually agreed to with the President.

### **Qualifications**

1. Experience in recruiting, developing and leading teams.
2. Facilitation and planning skills.
3. Excellent communication skills, verbal & written.
4. Public speaking experience.
5. Background in working in similar volunteer organizations (enthusiast – we’re not saving the planet).
6. “Do it now” sense of urgency – lost opportunities are the cost of procrastination.
7. Proficiency in MS Office, social media, and collaborative technologies (mobile and platform).

### **Time Required**

20-40 hours per month.

### **Place**

Virtual workplace, with broadband access. Laptop/desktop computer and mobile email access required. Expenses are minimal. Travel to work with partners or represent the club as a speaker is “cost shared” at the Board’s discretion.

### **Benefits**

1. Access to BMW, partner and other enthusiast events usually with an upgrade to “business class.”
2. Satisfaction in achieving the goals you’ve helped foster.
3. Kinship with other Board members.
4. Opportunity to dive deep into the broader BMW community.

### **Supervisor**

President

---

## Secretary

### **Goal**

Assure the accurate and timely documentation of club business.

### **Duties**

1. Record and preserve minutes.
2. Manage notifications to Board and members
3. Receive club correspondence and facilitate response.
4. Facilitate membership voting.
5. Assure meetings follow Robert's Rules of Order

### **Qualifications**

1. Attention to detail

### **Time Required**

10-15 hours a month.

### **Place**

The work can be carried out from home.

### **Benefits**

1. Kinship with the board

### **Supervisor**

President

---

## Treasurer

### **Goal**

Assist the Board in assuring the financial stability of the organization.

### **Duties**

1. The Treasurer shall be responsible for the funds of the ZSCCA.
2. The Treasurer will be responsible for keeping full and accurate records and books showing all receipts and disbursements, and shall also be responsible for the deposits of monies paid to the organization.
3. The Treasurer shall prepare monthly and yearly reports to be presented to the Board of Directors and general membership. The report to ZSCCA members shall summarize all financial transactions relating to the organization and be presented at the end of the fiscal year.

### **Qualifications**

1. Certified in Public Accounting helpful, but not required.
2. A strong working knowledge of all things financial, including accounting/bookkeeping, various software products related to the daily functions of receipts and disbursements, reporting models, recording and processing of memberships and membership packages.
3. Ability to use PayPal and its credit card processing. PayPal requires that someone personally sign and be accountable for the Club's activity. Along with this requirement, all vendor invoices requiring a credit card payment are on the Treasurer's credit.
4. Knowledge of licensed Microsoft Office Suite of products, PayPal, QuickBooks Premier Version, the ZSCCA website, and the software for membership card printing and development.

### **Time Required**

20-40 hours per month.

### **Place**

While currently in the offices of a professional accounting firm, the work could be carried out from a well-equipped home office. Requires several trips a week to bank and post office. Broadband access.

### **Benefits**

1. ZSCCA events.
2. Quote, "It's all about the car."
3. Kinship with other Board members.

### **Supervisor**

President

---

## Membership Liaison

### **Goal**

Facilitate connections between the membership and the Board of Directors. Spark enthusiasm among current members in order to strengthen and expand the club.

### **Duties**

1. Generate new processes to enhance membership retention.
2. Provide an interface to the board of directors for club member services/issues such as:
  - a. New memberships
  - b. Membership renewals
  - c. Issues with membership registration and renewal
  - d. Suggestions to improve the club
  - e. General club questions
3. Hosts a Membership Committee that acts as a focus group to generate ideas to improve the membership experience, retention, as well as methods to attract new members.
4. Contacts members as their membership is expiring or has expired to ensure renewal takes place in a timely manner.
5. Generates a monthly report for the Board of Directors indicating current members, expiring members and the monthly changes in membership.

### **Qualifications**

1. A willingness to step outside the box with new ideas.
2. Open to suggestions and comments from the membership.
3. Familiar with club practices, policies and procedures.
4. Attention to detail and problem solving.
5. Ability to connect with members without actually having person-to-person encounters and deal with the potential frustration that it can cause.
6. Able to use computer, ZSCCA's technology systems and Microsoft Excel.

### **Time Required**

4-6 hours per week managing membership renewal. 4-5 additional hours per week on research or preparation related to ongoing events

### **Place**

Home office using computer.

### **Benefits**

1. Gratification of retaining members
2. Sense of accomplishment in improving the process and experience of membership renewal
3. Satisfaction seeing the club grow and helping improve member satisfaction with the organization.
4. Positive interaction with members.
5. Kinship with other Board members.

### **Supervisor**

President

## Area Rep Manager

### **Goal**

Develop, support and expand the network of ZSCCA Area Representatives to advance the purpose of ZSCCA.

### **Duties**

1. Serves as the liaison between the Board of Directors and all Area Reps.
2. Recruits new Area Reps
3. Assists all Area Reps in building local membership, creating and maintaining Facebook or other social media sites, and the monitoring of each Area Rep's Facebook page/website to ensure that they are actively creating events and drives for their membership.
4. Supports Area Reps with materials (brochures, business cards, etc.).
5. Creates Facebook groups and email accounts for newly appointed Area Reps.
6. Triggers disbursement of annual Area Rep allowances.
7. Moderates a monthly Area Rep conference call, for the purpose of keeping Area Reps up to date on ZSCCA protocols, answering questions and supporting Area Rep efforts.
8. Reports on the status of the Area Reps to the Board of Directors.

### **Qualifications**

1. Good organizational skills
2. Leadership abilities
3. Experience in social media, computer use, teleconferencing
4. Can prepare and run meetings
5. Ability to persuade and encourage others to act and to guide and reinforce their efforts

### **Time Required**

Approximately 5 hours per month.

### **Place**

Work at home with occasional travel to ZSCCA national events and local area events.

### **Benefits**

1. Getting to know and work with Area Reps
2. Satisfaction of seeing the network of ZSCCA area groups grow
3. Kinship with the board

### **Supervisor**

President

---

Cruzin' Newz Editor

---

Member-at-Large

---

Social Media Manager

---

Web Manager

**Goal**

Apply information technology to support and advance the ZSCCA.

**Duties**

1. Provide a framework for other Board members and club members to be able to update content on the web site.
2. Provide a web based membership system that allows new members to join and current members to renew membership. This system should allow the membership team to be able to update membership records.
3. Manage the ZSCCA Overall Email/Spam management system.
4. Provide a registration system for larger ZSCCA events like ZFEST.

**Qualifications**

1. Be able to create and manage ZSCCA and ZFEST websites

**Time Required**

**Place**

Work at home with occasional travel to ZSCCA national events and local area events.

**Benefits**

1. Kinship with the board

**Supervisor**

President

---

Timeline—Nominating and Electing Officers, Meetings, Reports

Vendor Selection Form

Task Analysis worksheet

Volunteer Position Description instructions for designing

Volunteer Position Description template

Meeting Agenda/Record and Action Plan

Participant Liability Waiver

Board Code of Conduct Acknowledgement

Sample voting ballot

Committee Descriptions

---

## Volunteer Position Descriptions

### Area Representative (Area Rep)

#### **Goal**

For members to experience the tangible benefits of ZSCCA membership at the local and regional level.

#### **Duties**

1. Communicate with area members at least once a month via Facebook, email or other means.
2. Hold at least four area events a year, preferably once a quarter. Possible events include drives, social outings, car fix-it days, planning sessions, BMW dealer events, car shows, race track driving, a night at the drive-in, tours and the like. Engaging members to help plan and manage events is encouraged as a way to generate creativity and involvement, develop future leaders and increase the number of events possible.
3. Administer an Area Facebook page for the group, which will be set up and co-administered by the Area Rep Manager or another Board member. ZSCCA retains ownership of this Page unless an individual created the Area page prior to March 1, 2014.
4. If desired, create a name and logo representative of the area. The ZSCCA logo may be incorporated into the design with prior approval of the ZSCCA Board of Directors.
5. Announce events to members using Facebook, email or both. Also use the Facebook page to respond to members' questions, facilitate discussion and inform members of other ZSCCA activities.
6. Participate in at least four Area Rep monthly conference call meetings per year.
7. Participate in the Facebook page reserved exclusively for Area Reps.
8. Promote ZSCCA membership among Z enthusiasts in the area and encourage guest participants to join ZSCCA. Engage current members to do the same.
9. **Require** each participant in drives—whether the person will be driving or not—to sign the ZSCCA Liability Waiver.
10. Abide by ZSCCA Code of Conduct and Policies and Procedures. Do not enter any contractual agreement that obligates funds of the ZSCCA or otherwise holds the organization responsible.
11. Inform the Area Rep Manager if unable to continue to as Area Rep

#### **Qualifications**

1. Minimum 6 months membership in ZSCCA immediately prior to becoming Area Rep and Board approval of appointment.
2. Experience with or commitment to learn to use Facebook and email.
3. Skill in planning, organizing and running events.
4. Ability to manage ZSCCA funds provided to Area Reps in support of group endeavors.
5. Excellent communication skills, both verbal and written.
6. Ability to engage others to accomplish work.

#### **Time Required**

10-15 hours per month, which includes planning, posting to Facebook, preparing and participating in events, Area Rep meetings and communicating with members.

#### **Place**

Work at home with laptop/desktop computer and phone for communicating and meetings. Travel to reconnoiter drives and event venues, attend local meetings and other events.

### **Benefits**

1. Enjoy interacting with ZSCCA members and other Area Reps.
2. Learn more about ZSCCA.
3. Small annual budget from ZSCCA to support area activities.
4. Direct support from the Area Rep Manager which includes:
  - a. ZSCCA support materials such as business cards, ID badge, club brochures
  - b. Setting up area Facebook page and individual Area Rep email address
  - c. Monthly support meetings
  - d. Individual support via email consultation and the exclusive Area Rep Facebook page
  - e. Backup support of area Facebook page
  - f. Link to Board of Directors when additional support or approvals are needed
5. Opportunity to work with other Area Reps sharing ideas and best practices and to co-sponsor events for members.
6. Potential path to advancement in ZSCCA at regional and national level.
7. Gratification serving in a significant ZSCCA volunteer role—enhance the ZSCCA experience for members.

### **Supervisor**

Area Rep Manager

---