

# April 2011 Board Meeting Minutes

David Bunch

Tuesday April 26, 2011, Chevy's Restaurant, Novato

Vice-President Vern Rogers called the meeting to order at 7:03 p.m.

**In attendance:** Vice President Vern Rogers, Treasurer Jerry Gladstone, Secretary & Goodie Store David Bunch, der Riesenbaum Editor Chris Harrell, Membership Director Bob Schoenherr, Concours Director James Heisey, Advertising Director Bob Hall, Webmaster Barbara McCrory, Safety Director Mac Cranford, Autocross Chair Tom Strobel & members Alycia Strobel & Don Magdanz.

## **President's Report:**

- a. Attended the Zone 7 Presidents Meeting with PCA President Manny Alban.
- b. National received the Redwood Region submission for the Website Contest.

## **Vice President's Report:**

- a. Completed first draft of VP Responsibilities.
- b. Reviewed proof reading checklist for dR provided by Newsletter Editor.
- c. Handled RSVPs and communication w/ event organizer and tour leader for Two Bird Breakfast Run; 54 participants signed up. Handled waivers at the event start.
- d. Handled getting waivers at Hoppy Beer Tour, as well as assuring that observer's and post-event reports were completed (by other Board members). Also enrolled a member to write an article for dR covering the event.
- e. Interacted with the Webmaster over several additions to the Region Calendar.
- f. Reviewed flyers for Benbow and Hole in the Wall Tours.
- g. Met w/Ax director to work out next Ax course & talk about PCA only Ax.
- h. Traded Boxster S in on and '04 Cayenne S... Loving it!

## **Treasurer's Report:** As of April 22, 2011

- a. State Tax Return was filed March 29th.
- b. Money Market Account stands at \$10,121.55
- c. Checking account stands at \$3,226.02 which includes \$1,971.77 in the Autocross Reserve.
- d. Major income items for the period were: \$1,960 from Autocross #2 and \$759 from the "Hoppy Beer Tour."
- e. Major expense items for the period were: \$598.42 for Autocross expenses, \$758.90 for the "Hoppy Beer Tour" and \$470 for the By-Law Ballot printing & mailing.
- f. Income for the period was \$441.67
- g. Income for 2011 is still a negative of -\$142.21.
- h. Asked Board members to complete an "Event Financial Report" when submitting expenses for reimbursement.
- i. Discussed the need to include a new membership category: "Event Members". This would include ESCA members that attend our autocrosses

## **Secretary's Report:**

- a. The minutes of the March meeting were approved as submitted by vote.
- b. On the "By-Laws Ballots as of today, 63 returned with "yes" votes, 1 returned with "no" vote, 2 returned without "any" vote and 2 returned by the post office as undeliverable(moved).
- c. Redwood Procedures Manual. Secretary, Webmaster & der Riesenbaum have been returned so far.
- d. Redwood Region Facebook update- currently 262 "Likes'.

## **der Riesenbaum Editor's report:**

- a. April issue of der Riesenbaum was sent on April to 608 email addresses, of which 51.2% (282) were opened as of 4/18/11. We still have 50+ invalid email addresses.
- b. Submitted draft of Newsletter Procedure Manual.
- c. Member feedback regarding dR continues to be positive.

- d. Constant Contact billing updated to the new Redwood card with Jerry.
- e. Newsletter Committee formed: Chris Harrell, Barbara McCrory, Scott Downie & Vern Rogers.
- f. Started working on new newsletter layout (PDF/eMagazine style).
- g. May issue will go out early next week.
- h. Still need updated ads from S-Car-Go, Whitman's & Sonnen.

**Membership Director's Report:**

- a. New Members 3, Transfers In 1, Transfers Out 0, Non-Renewals 18, Renewals 33, Dual Members 15. Primary Members 493, Affiliate Members 360 for a Total Members 853.
- b. Will work with Chris on the 50+ invalid email addresses.

**Autocross Director's Report: Report submitted-**

- a. April 9th AX #2, 57 entries, including one gift certificate, \$1960.00 deposited.
- b. A 914 had a major oil leak, loss about 45 minutes to clean-up & need to purchase more kitty-litter.
- c. Purchased 10x10 Easy Up for gate use, \$80.00 @ Target (existing gate canopy is trash).
- d. Airport is requiring more people to have TSA Badges. Currently Tom Strobel, Alycia Strobel, David Bunch & Kurt Fischer have TSA Badges. Tom requested & board approved by vote for 6 additional Redwood members to have TSA "Badges" including Greg Maissen, Vern Rogers, Mac Cranford, Bob Schoenherr and two more members Tom needs to talk to yet.
- e. Discussed problem with car number assignment. Tech will not include checking for number on car; that will be assigned by registration, and checked on grid.
- f. Discussed new registration procedure, will be continued. Registration will close at 9:20 am.
- g. Plan PCA only AX events (June 11th, August 13th & Oct. 8th & 9th Zone AX).

**Webmaster's Report:**

- a. During the month of April 2011, it is estimated that the visitor count will be approximately 3700 up by 500 from last year. Busiest days continue to be Monday and Wednesday after an autocross.
- b. There were 14 referrals from Facebook this month. Substantially all the visitors to the website come to it directly.
- c. Search engines, Google and Yahoo referred 219 visitors, little change from last year.
- d. Discussed the needing to change the website and ad in the newsletter due to the change in ownership - at Tillman's Engineering to 9 Elf Motorsports. Tillman's to be removed from the website & newsletter.

**Goodie Store Director's Report:**

Turned in to the Treasurer, \$130 from Goodie Store Sales at the Two Bird Breakfast Run.

**Concours Director's Report:** Nothing to report.

**Advertising Director's Report:**

- a. Bob will be stepping down as the Advertising Director after 9 years. His law firm has opened an office in San Jose and he is now commuting down there daily and does not have the time available to make the calls on the current and potential advertisers.
- b. Discussion on replacement, Vern to write-up posting for the newsletter.
- c. Invoices for 2011 ad fees for the newsletter to Tillman's, S-car-go, Pro-Shop, HI-Tec, Whitman's, Sonnen Porsche, Racer's Group, Parts Heaven, Diamond Tire, and Rolling Thunder.

**Safety Director's Report:**

Attended the Two Bird Breakfast Run and no issues to report.

**CASA/Charity:** Nothing to report.

**New Business:**

Discussion of tours, "Route instruction" formats and developing a "Event Policy".

**Next meeting:** May 26, 2011 7 p.m. at Chevy's Restaurant, Novato

Meeting was adjourned at 9:03 p.m.