

Board Meeting Minutes



by David Bunch, Redwood Region Secretary

Redwood Region Board Meeting Minutes - August 30, 2011

In attendance: President Greg Maissen, Vice President Vern Rogers, Treasurer Jerry Gladstone, Secretary & Goodie Store David Bunch, der Riesenbaum Editor Chris Harrell, Membership Director Bob Schoenherr, Autocross Chair Tom Strobel, Webmaster Barbara McCrory, Social/Event Chair Don Magdanz, Concours Director James Heisey, Safety Director Mac Cranford, and region members Mike Hinton, Craig Steele, Alycia Strobel, and

Andrew Snyder.

Meeting called to order at 7:02 P.M. by President Greg Maissen at Ghiringhelli Pizzeria Grill & Bar, Novato.

A. President's Report:

Submitted prior to Board Meeting:

1. Have outlined and submitted a draft for the duties of the Advertising Director.
2. Have submitted the subsidy for CASA for the Ledson Zone 7 Concours for 8/25/11
3. Have also contacted Millie Gilson to invite C.A.S.A. to have their annual booth at Ledson.
4. Received my A.O.A. security badge from Sonoma County Airport for autocross.
5. A reminder that during Board Meetings the person giving their report has the floor and there should be no interruptions.
6. Worked with Mike D'Addario from Infineon Raceway to organize a Porsche car corral for the Indy cars on 8/28/11 that had about 15 Porsches in it.

Items discussed at Board Meeting:

- A. Discussed the draft of the duties of the Advertising Director and different levels of "Sponsors".

B. Vice-President's Report:

Submitted prior to Board Meeting:

1. Delectus Winery Tour had an incident between two member's cars. Completed the required incident report and emailed/faxed to the appropriate PCA national officers. No injuries were incurred in the incident, and damages are being/have been handled by the members and their respective insurance companies. No liability was incurred by Redwood Region or PCA National.
2. The Delectus Tour incident does point out a few things:
 - a. The need to stress safety, speed limits, and awareness on tours.
 - b. The need to have all participants legibly sign the PCA waiver.

- c. The positive outcome from learning car handling through Autocross.
3. Wrote an article for dR regarding all the positives of the Delectus tour, and noting the incident as both a cautionary tale, and an acknowledgement of the driving skill of our members.
4. Also wrote an article about proper towing of a Porsche, and the ramifications of not doing so.
5. Managed various calendar updates and changes.
6. Reviewed Event Chair's policy and Holiday Party recommendations.
7. Reviewed draft of Advertising Director position/Sponsorship levels.

C. Treasurer's Report:

Submitted prior to Board Meeting

1. Please see the attached "Treasurer's Report", Balance Sheet, Period's "Profit & Loss Statement" & Y-T-D "Profit & Loss Statement" all dated August 26, 2011.
2. Highlights of report were-
 - a. Certificate of Deposit (CD) total investment currently is \$10,121.55.
 - b. Money Market Account stands at \$7,569.27
 - c. Checking account stands at \$6,378.06 in total
 - \$3,591.29 in unrestricted funds
 - \$2,786.77 in funds restricted as the autocross reserve
 - d. Major income items for the period were:
 - \$1,360.00 from Autocross #6 with \$190.00 credited to the Autocross reserve.
 - \$1,905 for National as the quarterly rebate.
 - \$215.00 from tour events.
 - e. Major expense items for the period were:
 - \$2,430.00 deposit to Seghesio Family Winery for Holiday Party.
 - \$205.00 for tour events.
 - \$327.02 for meeting expenses.
 - \$111.95 for member name badges.
 - f. Net income (loss) for the "period" was \$329.91.
 - g. Net income for 2011 to date was \$3,013.02.
 - h. Redwood Region's total assets are valued at \$26,501.36.
 - i. The contract for the Holiday Party at Seghesio Family Winery was reviewed, signed and returned to Dana Macaulay (Seghesio events manager) with a \$2,430.00 deposit.
 - j. The contract for holding a block of rooms for the night of December 10, 2011 at the Best Western Dry Creek Inn in Healdsburg was reviewed and returned to Don Magdanz for signatures.

Items discussed at Board Meeting:

- A. Need to receive email from the AX Registrars after they deposit the AX income.

D. Secretary's Report:

Submitted prior to Board Meeting:

1. Board needs to vote on approval of "July's Meeting Minutes".
2. Redwood Region's Procedure Manual status: Received Vice-President, Treasurer, Secretary, Membership, Newsletter & Webmaster. About halfway completed on the general area.

Items discussed at Board Meeting:

- A. "July's Board Meeting Minutes" were submitted, accepted, seconded and voted approved by the entire board.
- B. Procedure Manual Update, due to work have not been able to spend any time past couple of months, I do hope to have finished for the next Board meeting.
- C. Report on "Legends of the Autobahn" event. We had 2 Redwood entrants and Bob Schoenherr won his class.
- D. Discussion of the slate & timetable of 2012 Elections.

E. Past President's Report-None

F. der Riesenbaum Editor's report:

Submitted prior to Board Meeting:

1. The August issue of der Riesenbaum was sent on August 3 to 578 email addresses; 279 opened as of 8/25/11.
2. We continue to correct bad email addresses in our newsletter database; we only had 18 bounces in August (compared to 50+ in previous months).
3. Wendy Shoffit (PCA National Newsletter Chair) has established a Yahoo Group for editors of all PCA regions to discuss various topics, share best practices and resources, etc.
4. Received an updated PDF of PCA National newsletter "guidelines" from the Newsletter Editors' Workshop at

this year's Parade (see separate attachment).

5. Helped Redwood Region member Maynard Kaminsky access the newsletter (which, for some reason, he is not able to receive via email though his email address is current).

6. New resource for technical articles that can be reproduced in our newsletter: Pedro's Garage. (<http://www.pedrosgarage.com/Site/Technolab.html>)

7. Draft of new dR layout ETA late 2011, hopefully for introduction in January 2012. Continue to refine a working draft of Newsletter Procedure Manual

Items discussed at Board Meeting:

A. Requesting help from other RR Board Members to solicit newsletter content from other members in attendance if I am not at a particular event.

B. Continue to correct bad email addresses.

C. September newsletter to go out early next week.

G. Membership Director's Report:

Submitted prior to Board Meeting:

1. The July 2011 membership report.

New members: 7

Transfers in: 3

Transfers out: 2

Renewals: 43

Non-renewals: 9

Dual members: 15

Official Members: 490

Affiliate Members: 355

Total Members: 845

2. Redwood members by county.

County	Members	%
Marin	373	38.73%
Sonoma	363	37.69%
Humboldt	35	3.63%
Mendocino	32	3.32%
Napa	39	4.05%
San Francisco	15	1.56%
Lake	14	1.45%
Solano	10	1.04%
out of region	77	8.00%

Items discussed at Board Meeting:

A. Bob presented the idea of emailing "Northern" members by county to see if they would be interested in getting together with those members also in that area. Idea was submitted to the board, accepted, seconded and voted approved by the entire board.

H. Autocross Director's Report:

Submitted prior to Board Meeting:

1. Ax#6- Ladies Day AX was PCA or Porsche only. We had 42 drivers getting 12 runs = \$ 1360.00 deposited.

2. The new security system is up and running, please complete your applications for the AOA badge by Sept 1st.

Items discussed at Board Meeting:

A. AX #7, September 3rd is PCA or Porsches only. Also will be an "Enduro".

B. Tom announced that he would not be the AX Chair in 2012.

I. Web mistress's Report:

Submitted prior to Board Meeting:

1. During the month of August 2011, it is estimated that the visitor count will be approximately 2800 slightly less than last year.

2. Busiest days were August 14 through August 20 around the autocross and the results being posted.

Substantially all those visitors come through the front page to the autocross page. This month saw the Classifieds page with 103 visitors directly.

3. The most downloaded flyer this month was Rennsport Reunion PDF. I created a page for that event on the website. We continue to post articles from the newsletter content as pages in website.
4. Substantially all the visitors to the website this month came to it directly. Search engines, Google and Yahoo referred 181 visitors. PCA National referred 48 visitors this month. The most popular search phrase was "redwood pca" followed by "redwood region pca" and combinations thereof.
5. The updated version of my web analytics software (courtesy of a major barely recoverable crash of my computer), now includes a count of "other" operating systems, i.e. iPads, iPods. 119 visitors used this method.

J. Goodie Store Director's Report:

Submitted prior to Board Meeting:

1. Turning in \$150 from sales, \$65 from July sales & \$85 from August sales.
2. Goodie store will be at Bergman's, Porsches on the Plaza & Ledson.

Items discussed at Board Meeting:

A. Proposed Goodie Store order (\$1000). Last purchase for the Goodie Store was November 2009.

Proposed order was submitted to the board, accepted, seconded and voted approved by the entire board.

K. Social Director's Report:

Submitted prior to Board Meeting:

1. Holiday Party at Seghesio: Awaiting Seghesio's decision on which date is available for us. We should have a confirmation within a week so we can announce it to the members.

2. Band: Seghesio confirmed that both the cellar and the Redwood Room have sufficient power for a 5 piece band.

3. Shindig the band for the Holiday Party; Anita will get a contract for \$600. I would like to get Board approval to have Jerry execute this contract.

3. Budget:

a. Cost per Attendee: \$100.

b. Per person food and wine: \$85 + 8% tax = \$91.80

c. Complimentary: CASA (how many); suggest these paid out of other funds.

d. Band: \$600

e. Breakeven: about 75 Attendees excluding Complimentary

Items discussed at Board Meeting:

A. Discussed visit by some of the board members and comments.

B. Proposed Band was submitted to the board, accepted, seconded and voted approved by the entire board.

C. Attached is a draft of an article for the next der Riesenbaum;

D. Created a draft of the Event Policy and submitted it to Greg & Vern for review.

L. Concours Director's Report:

Submitted prior to Board Meeting:

1. Awards have been ordered for Ledson from No-Mar..

Items discussed at Board Meeting:

A. Need to have someone assist at Ledson with registration.

B. Need help in the early morning with Porsche placement.

C. David to bring water along with the Goodie Store.

D. Will need help with judges.

M. Advertising Director's Report: None

Items discussed at Board Meeting:

A. Greg will have a follow-up conversation with potential candidate for the Advertising Director.

N. Safety Director Report: None

A. Items discussed at Board Meeting:

Mac discussed with the GT3 at the last AX.

O. Charity/CASA Report:

Submitted prior to Board Meeting:

1. CASA will be at both "Porsches on the Plaza & the Ledson Concours.

2. Greg has submitted the subsidy for CASA for the Ledson Zone 7 Concours for 8/25/11.

P. New Business:

Items discussed at Board Meeting:

A. Porsches on the Plaza- David contacted Michael Rose from 9 ELF Motorsports and he agreed to be the sponsor for the event. He will supply the award for the "People's Choice Award" and also some raffle prizes. We will sell raffle tickets with the proceeds going to CASA. Bob & David will also put together a "Intro to Concours" program about how to prep your car & also concours judging. We will also have a PCA tent available to use.

Next meeting scheduled on September 27, 2011 7:00pm at Ghiringhelli Pizzeria Grill & Bar, 1535 South Novato Blvd., Novato.

Meeting was adjourned at 9:07 P.M.