

## Redwood Board Minutes - July 26, 2011

**In attendance:** President Greg Maissen, Vice President Vern Rogers, der Riesenbaum Editor Chris Harrell, Membership Director Bob Schoenherr, Webmaster Barbara McCrory, Autocross Chair Tom Strobel, Concours Director James Heisey, Safety Director Mac Cranford, Social/Event Chair Don Magdanz & region members Mike Hinton, John Fitzgerald, Alycia Strobel, Simone Kopitski, Thorston Kopitski, Craig Steele, Richard Ruff and Tom Short.

**Meeting called to order at 7:05pm by President Greg Maissen.**

### **A. President's Report:**

1. I am proposing a fee of \$1000.00 for a one year's sponsorship for autocross. Since we do not have as of yet an Advertising Director we need to firm this up. Since Devan has not sponsored the autocross for the full year and we did not have a set fee installed when he started the sponsorship I feel it appropriate to only charge for a half season of \$500.00.
2. Have spoken to Michael Hinton and he is very much interested in running for Secretary for 2012.

Items discussed at Board Meeting:

June 2011 minutes were presented for approval. They were approved with the single correction: Income from Ax #4 (as per Treasurer's report) was \$1575, not \$1545.

Much discussion was had around the charge for sponsorship and the position of Advertising Director. It was decided that Greg would organize board members and interested parties to develop not only a job description for the Advertising Director position, but also a clear definition of the costs and benefits (to the sponsor) of sponsorship.

After observing the duties of the Secretary position, and hearing discussion regarding the Advertising Director, Simone (Kopitski) has withdrawn her nomination for Secretary, and expressed interest in the Advertising Director position. Mike Hinton is now the sole nominee for the Secretary position.

### **B. Vice-President's Report:**

1. The Dillon Beach breakfast run had an attendance of just under 40. A great drive (once we got out of Petaluma) was had by all, and the weather was perfect. It may be best to develop a gathering spot for Breakfast Runs that is in between Kal's and Chevy's, probably in Petaluma so that we can avoid Race Day traffic around Infineon, and still take some Northerly routes in West Marin.
2. Dealt with multiple emails from and regarding Eric Ross winery. Suffice it to say that we have some lessons learned from the experience.
  - a. No expectations should be set for wine sales or wine club memberships at any winery the club tours.
  - b. The lack of guaranteed sales/profits must be clear with the winery owner prior to the event.
  - c. A member of the Board in attendance at said winery should gather the attendees and thank the winery owner for hosting the event, and encourage members to support the winery.
  - d. All tour routes must be reviewed by the Board.
3. Submitted my intention to the nominating committee to run for President.
4. I have still had zero contacts regarding the Advertising Director position.
5. Met with Chris Harrell, the single nominee for VP to begin talking about next year and future years.
6. Looking forward to both Kachina, and the wine and food paring at Seghesio Winery on Saturday, 7/23. These come directly in the middle of an annual campout that I have committed to attend. Nothing like a fun packed weekend...

Report stands as submitted.

### **C. Treasurer's Report:**

1. Please see the attached "Treasurer's Report", Balance Sheet, Period's "Profit & Loss Statement" & Y-T-D "Profit & Loss Statement" all dated 7/21/2011.

Text of report (Balance Sheet, P&L's not included here):

- ☐ Certificate of Deposit (CD) total investment currently is \$10,121.55.
- ☐ Money Market Account stands at \$7,568.67
- ☐ Checking account stands at \$6,055.75 in total
  - \$3,458.98 in unrestricted funds
  - \$2,596.77 in funds restricted as the autocross reserve
- ☐ Major income items for the period were:
  - \$1,230.00 from Autocross #5 with \$175.00 credited to the Autocross reserve.
  - \$275.00 from the Eric Ross Tour.
  - \$90.00 from Goodie Store Sales
- ☐ Major expense items for the period were:
  - \$550.00 for AutoCross #5 track rental.
  - \$550.00 for AutoCross #6 track rental. (Note: this item was prepaid as I will be away on vacation when the check is due.)
  - \$196.47 for the Eric RossTour.
  - \$181.20 for travel, meetings and food.
  - \$90.00 for Airport badges.
- ☐ Net income (loss) for the "period" was (\$166.49).
- ☐ Net income for 2011 was \$2,690.11.
- ☐ Redwood Region's total assets are valued at \$26,178.44.

#### Attachments

1. 2011 Balance Sheet through July 21, 2011
2. Profit & Loss Statement for the period June 23, 2011 through July 21, 2011
3. Profit & Loss Statement for 2011 through July 21, 2011

Submitted by:  
Jerry Gladstone  
July 21, 2011

### **D. Secretary's Report:**

1. Board needs to vote on approval of "June'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.

Report stands as submitted. Secretary was not able to attend the meeting.

### **E. Past President's Report:**

1. Nominating Committee Report- Chairman Kurt Fischer and members, Greg Matsumoto and Mike Hinton have received the following candidates for officers for the upcoming elections in the Redwood Region for 2012.  
President – Vern Rogers  
Vice President – Chris Harrell

Treasurer – Jerry Gladstone

Secretary – potentials of Mike Hinton or Simone Kopitzki

The two members that are considering the position of Secretary will be at the Board meeting to evaluate what is needed for the position.

Report stands as submitted. Past President was not able to attend the meeting.

**F. der Riesenbaum Editor's report:**

1. The July issue of der Riesenbaum was sent on July 8 to 602 email addresses; 285 opened as of 7/19/11.
2. So far, we have corrected about 20 incorrect member email addresses in our newsletter database (based on the ~50 that were bad) as a result of Bob S. reaching out to these members.
3. Member feedback about dR continues to be positive.
4. July newsletter had a new (recurring) feature by Mike Hinton called “The Midfield Report”, the goal of which is to encourage the average member to try AutoX.
5. Our event reminder email blast for the Kachina and Delectus events was opened by 250+ people within 24 hours of being sent.
6. Open items:
  - a. Would like to receive/include articles and other content from a broader range of members
  - b. Continue to correct bad email addresses
  - c. Continue to refine a working draft of Newsletter Procedure Manual
  - d. Continue to work on new newsletter layout (possible PDF/eMagazine style)

Items discussed at Board Meeting:

Much discussion occurred around the idea of a hard-copy version of the newsletter. John Fitzgerald expressed the opinion that some members would really prefer this type of newsletter instead of an electronic copy. Chris stated that not only is a hard-copy newsletter (along with an electronic version) double the work, but the format of the current version does not allow for acceptable quality in print. National is in support of moving more and more toward completely electronic newsletters for regions. The idea of a once a year “Best of the Year” newsletter was discussed as a possibility.

**G. Membership Director's Report:**

New members:	6
Transfers in:	0
Transfers out:	1
Renewals:	35
Non-renewals:	11
Dual members:	15
Official Members	487
<u>Affiliate Members</u>	<u>352</u>
<b>Total Members</b>	<b>839</b>

Items discussed at Board Meeting:

Bob has done personal phone call follow-up with members transferring out or not renewing.

David Bunch’s 10<sup>th</sup> year anniversary (July 2011) was acknowledged.

## **H. Autocross Director's Report:**

1. Ax#5- AX with ESCA had 35 drivers getting 12 runs = \$ 1295.00 deposited.
2. Topics for discussion:
  - a. August 13th Ladies Day PCA only-ideas. Bob Schoenherr is course designer.
  - b. Status reports from board members, re. AOA badges

Items discussed at Board Meeting:

Ladies Day topics included Ladies only Run Group, Special prizes for female attendees (flowers), Ax coupons.

Tom is collecting current AOA badges, and will have replacements from the Airport soon.

## **I. Web mistress's Report:**

1. During the month of July 2011, it is estimated that the visitor count will be approximately 3000 about the same as last year.
2. Busiest days were July 8 through July 14 around the autocross and the results being posted. Substantially all those visitors come through the front page to the autocross page.
3. The most downloaded flyer this month was Kachina Vineyards. We have been posting articles in the newsletter content as pages in website. 160 visitors went to these pages.
4. Substantially all the visitors to the website this month came to it directly. Search engines, Google and Yahoo referred 179 visitors. The most popular search phrase was "redwood pca" followed by "redwood region pca" and combinations thereof.

Stands as submitted.

## **J. Goodie Store Director's Report:**

1. Turning in \$65 from July sales.
2. Took Goodie Store to Eric Ross= Zero sales.
3. Goodie store will be at ?? – *this was empty in David's original Goodie Store report*

Report stands as submitted. Goodie Store Director was not able to attend the meeting.

## **K. Social Director's Report: None** (prior to meeting)

Items discussed at Board Meeting:

Don went through a description of our/his search for a venue for this year's holiday party, and that multiple Board Members had attended not only a wine tasting, but also a wine and food paring (Winery comp'd the \$45 fee for 11 attendees) at Seghesio Winery. All who attended were impressed with not only the helpful, friendly, professional manner of the winery staff, but also by the food (presentation as well as content) and wine.

Cost for event at Seghesio would be approx \$81 per person (\$75 plus tax) for the facility (Redwood Banquet room holding up to 120 persons, tasting room, and two large spaces in the winery cellar), plus their casual dinner (single entre, salad, dessert) plus a tasting of 4 wines, and one half bottle of wine per person. Given the anticipated maximum of \$100, that would leave \$19 per person to cover a band/DJ or other entertainment or could also include 2nd entre or other food options as well. The \$100 was really a target per person charge.

The Board and other members in attendance discussed the cost increase from last year where the club was able to secure the Corinthian Yacht club for a very sizable discount. This was not available this year, and other venues looked at were above the cost of Seghesio, or had substandard food/service.

Motion made by VP Vern Rogers to accept/sign the contract with Seghesio Winery for food/wine/service/facility costs and book the available date of 12/10/11. Second by Membership Chair Bob Schoenherr. Motion passed unanimously.

**L. Concours Director's Report:**

1. Rob Neidel has updated the flier for this years (Sept. 25th) event.
2. Copies of flier submitted to Chris for the Newsletter & to Bud Behrens for distribution to the other region.
3. Concours date is on Ledson's Event calendar.
4. Deven & Hi-Tec has committed to be event sponsor once again & will sponsor one case of wine.
5. Need one more wine sponsor (\$300).
6. Will order awards & bottle hangers about 30 days prior to the event.

Stands as submitted.

**M. Advertising Director's Report: None** (Position still unfilled)

**N. Safety Director Report: None**

Items discussed at Board Meeting:

Safety Director reported no incidents on recent events.

**O. Charity/CASA Report: None**

**P. New Business:**

Bob Schoenherr brought up the idea of a Concours training tech session at Dibbles, since he had spoken with Todd at Dibbles on his way to the meeting, and (Bob) is hoping to encourage more Region participation in concours events. Aug 6 and Aug 27 were discussed as possible dates, but conflict with another Zone 7 concours was noted on 8/27, and it was felt that 8/6 was not far enough away to advertise appropriately.

John Fitzgerald proposed the idea of an event for next year that would include Kite flying at the end of a run to Dillon or Doran beach. He also encouraged the possibility of doing some rallies next year. He has expertise.

John also noted that there are several past members that have had to give up their Porsches due to age and/or infirmity, but still meet as a group. It really is the people, not just the cars. It would be really great to get some pictures/articles from the early years of RRPCA to include in the newsletter (-- just the opinion of this note taker).

Lastly John offered his services in helping to do/produce a concours preparation class.

...and really lastly (and maybe best) John noted that he has over 46 years of Porsche memorabilia that he is trying to clear from his house. Contact John if interested.

**Meeting was adjourned at (about) 9:12 pm by President Greg Maissen.**

Respectfully Submitted by Vern Rogers.